Recruitment Pack

Personal Independence Coordinator (Full Time, 35 hours per week)

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To reach, involve, support, and connect people so they can age well in Croydon.

Equality and Diversity

Age UK Croydon is an equal opportunities employer and any discrimination or harassment on the grounds of colour, sex, race, nationality, religion, ethnic origin, sexual orientation, disability, marital status, domestic circumstances, trade union membership/non-membership, or age will not be tolerated.

Privacy Policy

As prospective employees of Age UK Croydon, we think it's important you know the types of data we process about you. Please click on the following link to find our Privacy Policy: https://www.ageuk.org.uk/croydon/about-us/our-policies/

Background Information

Age UK Croydon is one of the largest charities in Croydon and we have been representing the interests of older people across the borough for over 25 years.

We have an expert team of staff and volunteers who work together to deliver our extensive range of services and activities right across the borough. With services spanning information and advice, health, wellbeing, falls prevention, dementia support, one to one personal independence coordinators, befriending and social activities, Age UK Croydon offers a holistic solution for older people to access the services they require in one place.

OUR VISION
Valuing ageing, Improving Lives, Growing Communities

OUR MISSION
To reach, involve, support, and connect people so they can age well in Croydon.

OUR CORE VALUES are at the heart of how we work. They represent the feeling we want people to get when they work with us and they guide the decisions we make as individuals and as an organisation.

Integrity	We treat everyone equally and with respect
Inclusion	We work with people to ensure their independence
Trust	We're honest, truthful and can be relied upon
Compassion	We're warm and approachable
Continuous Improvement	We work in partnership with like-minded people

Our Strategy
Our previous strategy was developed in 2018 and during this time we have achieved several milestones.

- **Demonstrating effective collaboration** with our statutory and voluntary sector organisations through 'One Croydon Alliance' which is a pioneering programme to join up the health and social care system, to provide a more integrated, efficient, holistic, and people-centred system.
- **We launched several new initiatives** during the last few years to support older people. A key initiative has been the piloting of work in care homes to ensure that care home residents are supported and connected in the community.
- **Our Brigstock Road premises is now a community hub** every Monday, where community can drop in to get support through both statutory and voluntary organisations.

Our Strategic Objectives

- **Achieving sustained income growth**, focusing on unrestricted income, so that we can invest, innovate, and build capacity.
- **Expanding our reach in our community**, so that more people know about us and can benefit from our services. (Particular focus on making our services accessible, accessing underrepresented groups).
- **Working together to deliver a holistic client journey**, making every contact count, so that we can achieve our mission.
- **Building one diverse, skilled, and empowered team**. We will attract, retain, and nurture staff and volunteers, so that everyone fulfils their potential.
- **Becoming the organisation of choice** for funders, partners and as an employer.

How to Apply

Personal Independence Coordinator

Salary £29,571.20 Full Time 35 hours per week

Do you want a job that makes a positive difference in people's lives?

Age UK Croydon's very successful PIC service for older people in Croydon is recruiting for a new Personal Independence Coordinator.

If you are an enthusiastic, compassionate and person-centred individual, this could be the role for you.

PICs work alongside health and care professionals within a neighbourhood team, adopting a multidisciplinary approach to working with people who have long term health and social care needs. The PICs provide critical links between formal health and social care services and the wider community support networks. We have adapted our way of working in response to COVID, helping older people to access technology and connect in new and exciting ways.

If you are passionate about making a difference to the lives of people in the community, and those who care for them and want to contribute to an organisation which is continuously striving to improve, then we would love to hear from you.

We are committed to providing a flexible and productive working environment for all employees. Evolving technology and communication platforms enable employees to work in new and different ways, where we can meet our stakeholder needs and continue to deliver against our charitable objectives. We recognise the importance of supporting employees to have greater personal choice and maintain a healthier work/life balance.

Full training will be provided; the important qualities we are looking for are:

- Excellent communication and listening skills
- A positive attitude and the ability to problem solve
- A cheerful, friendly and outgoing personality
- Highly organised with the ability to manage multiple priorities
- The ability to work flexibly, alone and as part of a team

To apply please visit www.ageuk.org.uk/croydon for an application pack. You can also send an email to Executive.Assistant@ageukcroydon.org.uk to receive an application pack. **CV's will not be accepted.**

Please ensure that you application demonstrates how your experience, skills and abilities meet the criteria set out in the **person specification.** Please also ensure you complete the equal opportunities monitoring form. Completed application forms should be signed and sent to: Executive.Assistant@ageukcroydon.org.uk

Applications sent by post can be marked for the attention of: HR. Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH.

We regret we shall not be able to contact applicants who are not shortlisted for interview.

Closing date for applications: 9am 23rd June 2026
Interview Dates: 2nd July 2026

Job Description

Title: Personal Independence Coordinator (PIC)
Reporting to: PIC Team Leader
Responsible for: PIC volunteers
Contract: Full time
Pension: Auto enrolment applies
Location: Hybrid working, with regular travel in Croydon
Office: Age UK Croydon, 81 Brigstock Road, Thornton Heath, CR7 7JH

Context for the Role

In Croydon, health and social care providers and commissioners have agreed a whole system approach is required to transform the delivery of health and care services.

The One Croydon Alliance is a partnership between Croydon South West London Integrated Care System, Croydon Health Services NHS Trust, Croydon Council, Voluntary and Community Sector, GP Collaborative and South London and Maudsley NHS Foundation Trust.

One Croydon is a radically different approach to the funding and delivery of services designed to get the best value out of health and care sectors in Croydon, whilst delivering the outcomes local people want.

The Integrated Neighbourhood Team (INT) programme across the borough supports the delivery of an integrated Croydon health and social care system where an individual can experience seamless services, make shared decisions and live well.

Job Summary:

Personal Independence Coordinators (PICs) work alongside health and social care professionals, bringing together the local voluntary and community sector as well as health and social care organisations to support people and represent their wishes.

The partnership workingof the One Croydon Alliance is ground-breaking in its complexity, as it is developing transformational ways of delivering health and social care services. PICs work within One Croydon's complex and ever evolving environment and will need to be adaptable and innovative in their approach to their role.

PICs work closely with key partners in health and social care and in the voluntary sector to identify and take referrals from a variety of referral routes including multi-disciplinary 'huddles', Community Hubs, proactive identification and our Community Referrals inbox. Once referred, they provide one-to-one support to an individual for up to 16 weeks. Adopting a person-centred approach, PICs carefully listen to and respect the wishes of people they support. They help them identify and work towards a number of wellbeing goals, thereby supporting them to improve or maintain their independence and wellbeing. They also ensure that people have a stronger voice in relation to issues that affect their lives.

Main duties and key tasks:

- Attend multi-agency team meetings, known as Huddles, both online and in GP practices or other settings within the Borough of Croydon, providing relevant advice and support and taking appropriate referrals which meet the PIC Service criteria.

- Support the Integrated Neighbourhood Team's proactive approach by carrying out holistic 'proactive' calls to clients identified by GPs to gain an understanding of their needs and report back to INT colleagues.

- Regular attendance at Community Hubs to support local residents and identify older people who would benefit from the PIC Service.

- Regular attendance at Integrated Neighbourhood Team co-location meetings throughout the borough to build and maintain strong partner relationships.

- Arrange to visit or phone people who have been referred and undertake an initial person-centered guided conversation with them, helping them to identify potential wellbeing goals.

- Confirm wellbeing goals and work towards them together with the person, by drawing up lists of enablers and actions needed to meet them.

- Coordinate actions identified, liaising with relatives, friends, carers, medical and social care professionals, other Age UK Croydon projects and any other relevant agencies, to ensure an integrated and personalised approach.

- Assist the person being supported to overcome barriers that may arise in completing their identified goals.

- Identify any initial risks to the person being supported, including the risk of falling or health deterioration, as well as safety risks in the home, and take action accordingly. Maintain awareness of possible risks at all times.

- Monitor, follow up and if necessary, escalate actions which have not been undertaken by professionals, in order to progress work towards goals.

- Support the person to apply for relevant financial support, welfare benefits and travel concessions, including Attendance Allowance, Taxicard and Dial-a-Ride and record these in adherence to the Quality of Advice Assessment. **Training will be provided**

- Where appropriate, assist people to build support networks and reduce social isolation through a range of options, including carer or peer support, befriending, exercise, group activities, clubs and the pursuit of new and old hobbies.

- Where appropriate, enable discussions around future care planning and assist people to complete Universal Care Plans.

- Act as an advocate for the person and for their family or carer to help them navigate complex health and social care systems.

- Work with huddles and core INT teams, as well as other statutory, voluntary and community organisations, to refer people on to relevant services and support as required.

- Continually maintain and build knowledge of local statutory and voluntary support services in Croydon.

- Where appropriate, enlist the help of a PIC support worker or volunteer to assist with working towards a person's goals.

- Supervise and help to train PIC support workers and volunteers.

- Create accurate, timely and thorough database (Charitylog and Patienteer) case notes for each person being supported.

- Work within all Age UK Croydon policies and procedures, ensuring that personal information remains confidential, and fully adhere to General Data Protection Regulations 2018.

- Support colleagues within the PIC Team, by covering huddles and meetings where appropriate. Likewise support other projects within Age UK Croydon.

- Attend all statutory and mandatory training as and when required. Identify own ongoing training and development needs, together with line manager, and ensure that these needs are met through appropriate solutions.

- Support the PIC Team to promote the service, including writing case stories and providing quantitative data as required.

- Engage with and support other Age UK Croydon services.

- Act as an advocate for Age UK Croydon and the PIC Service at all times.

- Work flexibly and undertake other duties as deemed reasonable within the aims of the organisation and Integrated Neighbourhood Team.

Working conditions:

- The post requires the ability to travel around the whole borough in a timely manner with frequent travel to home visits and meetings.

- The post involves lone working and visiting people in their own homes and may at times involve dealing with difficult and emotional situations, although training and support is provided.

Person Specification

Title: Personal Independence Coordinator
In order to meet the person specification you will be able to demonstrate:

Personal Qualities	**E = Essential D =Desirable**
Friendly, empathetic and approachable	**E**
Self-motivated and hard working	**E**
Understanding of and committed to person centred working	**E**
Committed to working as part of a highly diverse staff and volunteer team work force	**E**
Committed to the core values and objectives of the organisation	**E**
Experience and Knowledge:	**E =Essential D = Desirable**
Good understanding of the issues affecting older people	**E**
Excellent working knowledge of administration processes and systems, including use of MS Office and databases	**E**
Experience of working to protocols, policies and procedures to ensure quality standards and best practice in service delivery	**D**
Knowledge of how long-term health conditions may impact on individuals, their carers and their families	**E**
Experience of problem solving and managing difficult situations	**E**
Experience of supporting older people to become less isolated, retain independence and improve their health and wellbeing Experience of Health and Safety risk assessments	**D**
Experience of community relationship building	**D**
Knowledge and understanding of health and social care policy	**D**
Skills and Abilities	
Educated to at least NVQ Level 3 or equivalent	**D**
Good experience of using MS Office	**E**
Ability to update case notes on database (Charitylog) and run basic reports	**D**
Excellent communication skills, both written and verbal and the ability to negotiate and network	**E**
Ability to work as part of a team and independently, managing own	**E**

caseload.	
Ability to work collaboratively and develop effective partnerships and relationships	**E**
Good time management and highly organised, with strong attention to detail	**E**
Practical Considerations	
Clean driving licence and access to a car	**D**
Ability to travel around the borough in a timely manner	**E**