



The Silver Line

helpline for older people

0800 4 70 80 90

The Silver Line

www.thesilverline.org.uk



LOTTERY FUNDED

What The Silver Line Does

We support people aged 55 years and over

The Silver Line operates the only national, free, confidential helpline for lonely and isolated older people, open 24 hours a day, 7 days a week, 365 days a year.

We also offer telephone and letter friendship through our volunteer Silver Line Friends.

The birth of 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
- A pilot was set up in November 2012 to test the idea of a helpline for isolated older people
- The Silver Line was launched nationwide on 25 November 2013



The Silver Line in Action

- Since our national launch in 2013, we have received over 2.1 million calls to our helpline
- The helpline currently receives around 10,500 calls every week
- We make over 3,000 calls to isolated older people every week
- Split 65% Women, 35% Men
- 90% callers live alone, 68% say they feel lonely or isolated
- 70% Helpline calls take place during evening and weekends
- 63% Friendship calls take place on an evening or weekend
- Approx. 82% of calls are to simply talk, approx. 6% require signposting

The Difference it Makes

**“ You have helped me so much . . .
thank you for being there when I was
totally alone in the world**

”

- Lesley, Silver Liner



**“ I can't imagine them not being in my life,
now. It's just like having a friend, although
we have never met each other. If I can
make a difference to somebody's day,
then that makes me happy. And a simple
phone call can really make a difference. ”**

- Wilma, Volunteer

Out of hours - the facts

Most significant difference is in Helpline calls.

- 25% – 30% increase between 5pm and 11pm, when other agencies are closed
- 70% of all calls are on evenings or weekends
- Caller are generally more confused, angry or upset
- Less chat, laughs, advice and signposting; more comfort and reassurance
- Caller angry that services are closed
- Increase in inappropriate and challenging calls

Out of hours - the challenges

- The scale – 10,500 calls – currently answer 3 out of 4
- The cost – huge staffing costs, huge calls costs
- More challenging and inappropriate calls
- Attracting and keeping night staff – between 11 and 17 required at various time through the night
- Attracting volunteers who will call on weekend or evening
- Less staff members around
- Staff welfare – significant investment
- Services closed so no warm transfer available

What next?

- Take all calls and factor in growth
- Integration of volunteers
- Regional Hubs – better community integration
- Working with LA and NHS, Emergency Serv.
- Increased partnership working
- Financial sustainability
- Ensure we keep focusing on what we do best

Thank You for Listening

**Any
questions?**





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.

