

Age UK Oxfordshire **A Review of 2022-2023**



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A message from our Chair

Our review gives a snapshot of a number of the achievements and challenges for the organisation in 2022-23 and tells the stories of some of the people we have worked with.

For many people in later life, this has been a difficult year, with pressures on the health and social care system and the cost-of-living crisis following hard on the heels of the pandemic. The combined impact has cast a shadow over many lives, and we have seen demand for our services continue to increase as a result.

Against this background, our ‘community connectors’ have reached **1,459** more individuals, our Pension Credit and Attendance Allowance campaign has resulted in people securing over **£900k** more in entitlements than the previous year and our scams awareness project reached almost **2,000** older people.

A sincere thank you to our amazing staff and volunteers and to all our partners.

Best wishes,
Andrew Lane - Chair of Trustees





Age UK Oxfordshire

We are an independent local charity supporting older people to maintain their independence and live life to the full, focusing most resource on reaching those older people who face a struggle, whether through low income, poor health or loneliness.

Our mission is to enable and empower older people to stay independent and live life to the full.
Our vision is of a world where all older people are living their best lives.

30,000 people supported
335 Volunteers
147 Staff
9 Trustees

Our values are at the heart of everything we do:

-  Caring
-  Listening & amplifying people's voices
-  Enabling & empowering
-  Passionate for better
-  Collaborative



We have five strategic goals which underpin everything that we do:

- 1 Connecting people** to the support they need to manage their daily lives, maintain their independence and secure their rights.
- 2 Improving health & wellbeing** by understanding how we all age differently and ensuring our delivery supports better mental and physical wellbeing for everyone.
- 3 Celebrating life, campaigning against ageism** and supporting more older people to experience meaning, joy and celebration as they age.
- 4 Building partnerships to drive an age-friendly and inclusive Oxfordshire** that values all older people.
- 5 A strong organisation**, achieving more for older people by being an innovative, sustainable, and inclusive organisation, which uses resources effectively, and is a great place to work.

Our services in 2022-2023

Information, advice and support, including our helpline, our dementia support service (Dementia Oxfordshire), our hospital discharge support service, social prescribing, welfare benefits advice and the Community Information Network.

Practical assistance, including digital support, foot care, Homeshare Oxfordshire and Home Support Options.

Social, creative and physical activities, including a range of local, community activities, creative opportunities, book groups, exercise classes (including falls prevention) and walks, bereavement support and Phone Friends.



Goal 1: Connecting people

We have:

Invested in marketing, to strengthen our messaging and ensure people can find us when they need us.

Reached 5,181 individuals with our dementia support service, social prescribing and Community Information Network (1,459 more than the previous year).

Delivered a successful cost-of-living campaign and scams awareness project, raising awareness of rights and entitlements and supporting people to secure theirs.

Practical support

Weekly Foot care sessions have increased by over **150%**.

The number of people receiving practical help and support at home through Home Support Options has grown by almost **30%**.

Campaigning and influencing

Our Scams Awareness project reached **1,908** older people and provided one-to-one support to **268**.

99% of people rated our awareness raising talks as 'good' or 'excellent'.

The impact of our cost-of-living campaign was evident in increased traffic to our Helpline and a spectacular uplift in benefits gain to **£1,477,009** (up by **£906,365** on the previous year).

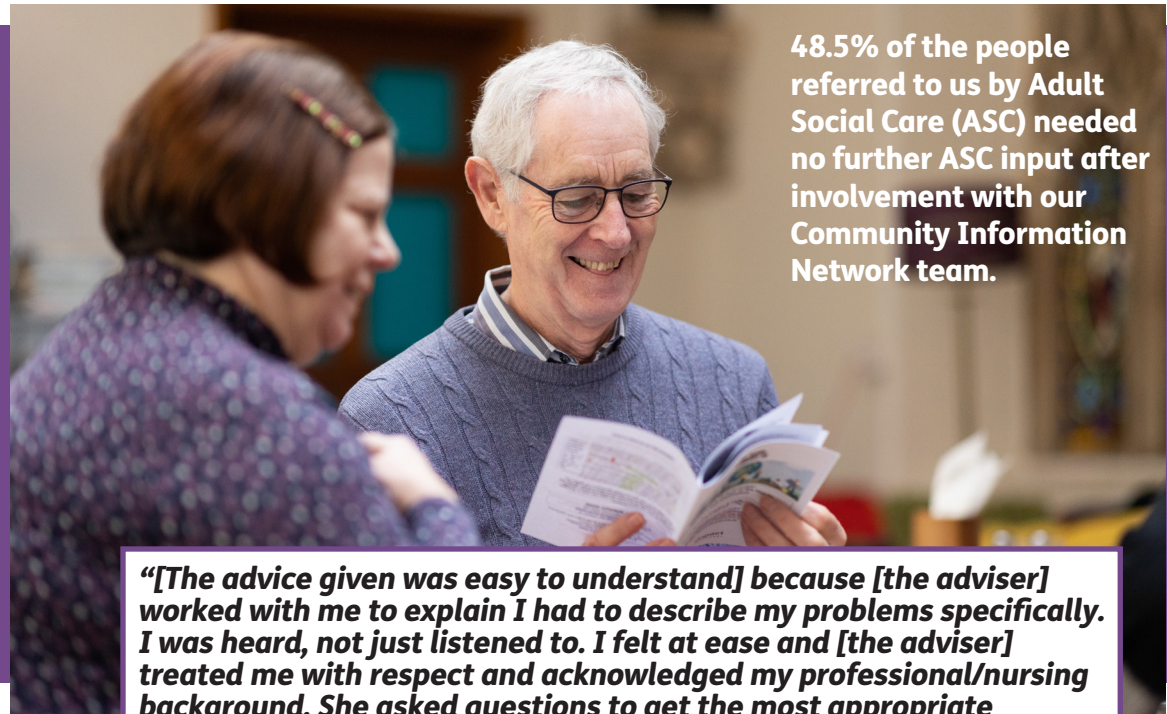
Almost 500 people attended one of our **dementia awareness or education sessions**, designed to increase understanding of dementia.

"I know now that when mum's not being cooperative, I can understand it more, not to say it's still not frustrating at times, but it has made me more tolerant." - A carer who attended a dementia education session

Homeshare applications from Householders up by 15%

Homeshare is an innovative service that supports older people to continue living independently at home through a shared living arrangement.

When 91-year-old Sara's husband died after '66 years of joyous marriage' she describes having felt 'utterly alone'. Sara knew that having someone living alongside her in the house was what she needed. The arrival of 41-year-old Mary, an occupational therapy Masters student, brought 'light and laughter' to the house again.



48.5% of the people referred to us by Adult Social Care (ASC) needed no further ASC input after involvement with our Community Information Network team.

"[The advice given was easy to understand] because [the adviser] worked with me to explain I had to describe my problems specifically. I was heard, not just listened to. I felt at ease and [the adviser] treated me with respect and acknowledged my professional/nursing background. She asked questions to get the most appropriate response. Of all the help I received, Age UK Oxfordshire was the best."

Goal 2: Improving health and wellbeing

Physical Activity

24 weekly classes at **14** locations

672 people attended an in-person class (up from **303** last year)

151 attended a class online

As people have returned to in-person classes, online participation has gone down.

Bereavement Support

313 benefitted from the service (up from **113**)

We held Walk & Talk sessions and informal peer support groups, as well as maintaining our bereavement support line for one-to-one support.

Digital Support

380 people supported with assistance to get online or use digital technology more confidently (up from **175**).

Mary's Story

Mary is a retired 70-year-old, living alone. She was nervous of technology and took part in our tablet loan scheme. Mary can now email friends and her Digital Champion with questions and feedback. She can look things up, watch YouTube videos of her favourite birds and wildlife, and be in contact with her local WI group. She is slowly getting more confident, and extending the loan has given her time to work out how she wants to proceed with the help of her Digital Champion.

Linking people into their communities

364 activities across the county

Focussing on mental health and wellbeing, widening opportunities for friendship and enjoyment, encouraging people to re-build their social connections and regain confidence lost during the pandemic, reducing isolation and loneliness.

Phone Friends

150 amazing volunteers

450 people receiving a friendly, regular phone call

Roger's Story

"I reached the age milestone of 80 last year. I lost my wife 7 years ago. I live on my own and my only son and family live in the US. In view of my advanced age my son has been worried about the distance that separates us as well as my health and solo lifestyle. Following pressure from my son, I reached out for advice to [Community Networker] who I knew through her husband.

[Community Networker] outlined the amazing work that Age UK [Oxfordshire] does and, given my relative level of fitness, suggested a number of activities in the local area. As a consequence, I've joined U3A, I attend the Aviation Group that Age UK Oxfordshire coordinates in Carterton, I've been on outings with [Community Networker] and her colleagues to the Ashmolean, 10 pin bowling and I'm going to go on the Blenheim Walk. All of this has put some fun back into my life, given me ongoing interests and facilitated additional social contact."



Goal 3: Combatting ageism & celebrating life

Combatting ageism

We are using positive ageing images in all our marketing messages and have worked with older people to embed co-design in more of our work.

20 Staff attended Storytelling training at Oxford's Old Fire Station, enabling us to better hear and amplify older people's voices

Creative Later Life

We aim to ensure that older people, both locally and nationally, have agency and equity of access to creativity and culture.

9 Age Friendly Creative training sessions were delivered

266 people took part in our TeaBooks groups, facilitated by volunteers

8,140 people engaged in content shared by our Age of Creativity network and festival





Goal 4: Age-friendly Oxfordshire

Age Friendly Banbury

Regular Age Friendly Banbury (AFB) 'pop-ups' in the town centre continue to engage people and both seating and public toilets in the town have increased. Working with Banbury Business Improvement District, we have been able to act on the learning from 'walking audits' by supplying shops and businesses with a doorbell at wheelchair height to enable people to signal their need for assistance. Learning is being widely shared, both locally and nationally.

80 partners actively engaged in the AFB Partnership

400 regularly receiving the online AFB monthly newsletter update

Raising awareness of age-friendly approaches

An age-friendly motion to Oxfordshire County Council is starting to create opportunities to influence age-friendly thinking in the council and more widely.

37 Age Friendly Creative Ambassadors are influencing local creative and cultural organisations

370 members in our Oxfordshire Age Friendly Creative Network

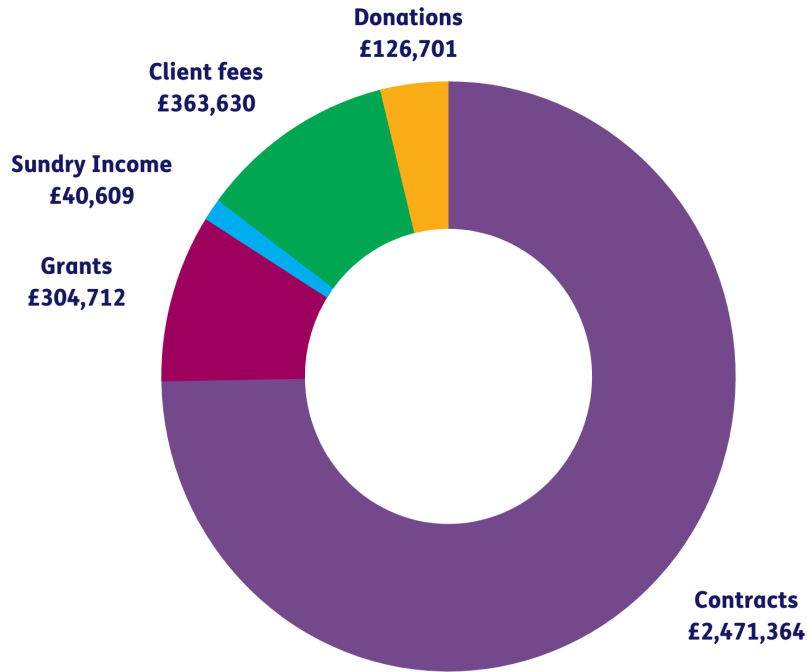
Goal 5: A strong, inclusive organisation



We have made progress over the year across a broad front, with:

- A new **Communications and Marketing Strategy**, to ensure people know about us when they need us.
- A **digital transformation project** to increase time available for frontline work by streamlining systems.
- Equity, Diversity and Inclusion working groups**, improving our accessibility for all.
- Developing training and support for staff**, including e-learning and Mental Health First Aid training (pictured here).
- Sustainability of the organisation** by securing of new contracts.

How we raised our money



How we ensure we're resourced properly

Most of our funding comes through local authority and NHS contracts and strong partnerships help to ensure our contracted services develop as needs and priorities change.

We also deliver a range of unfunded services - the Information and Advice Helpline, Phone Friends (our telephone befriending service), Bereavement Support and our Creative Later Life project. We work hard to raise funds to support these services, and to partially support Homeshare Oxfordshire and Dementia Oxfordshire, through grants from trusts and foundations, legacy income and donations.

We were again able to grow our community fundraising, holding our third annual Golf Day and being selected by Finders Keepers as one of their charities of the year.



36,074 little hats were knitted by the public

£9,018 received from innocent

How we spent our money

£2,003,089

Information & Advice

- Dementia support
- Information and advice self-help guides & booklets
- Information and advice helpline
- Outreach info & support through the Community Information Network
- Social prescribing
- Welfare benefits advice

£884,731

Practical Support

- Digital learning opportunities & support
- Homeshare
- Home Support Options
- Hospital discharge support
- Phone Friends

£347,147

Health & Wellbeing

- Foot care
- Bereavement support
- Community exercise classes
- Falls prevention programme
- Walks

£118,893

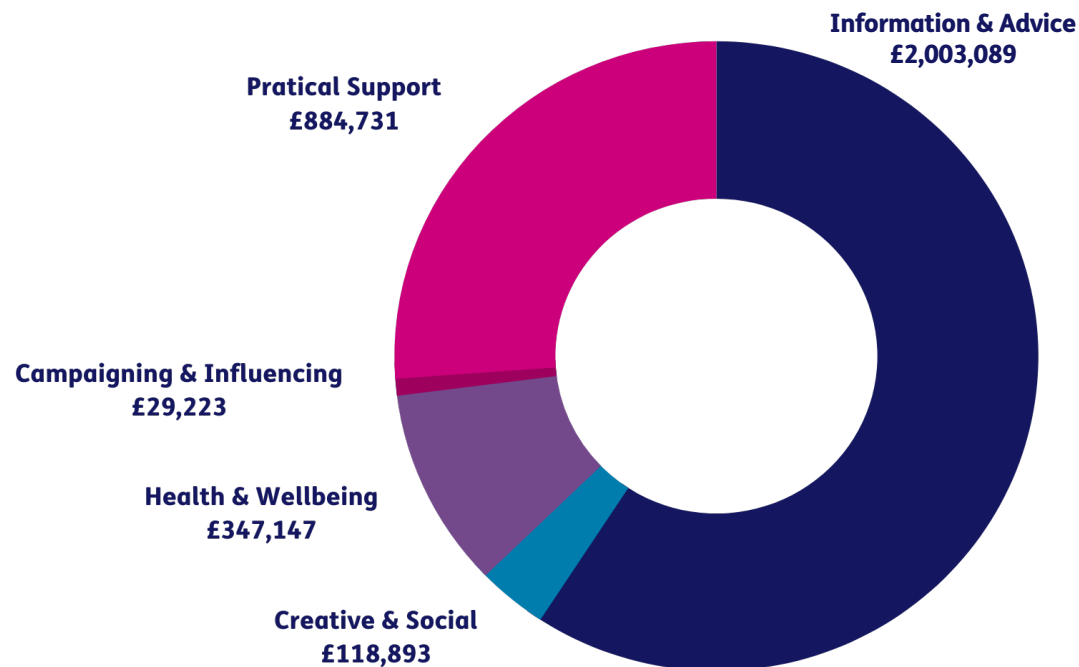
Creative & Social

- Age Friendly Creative Network
- Age Friendly Creative Ambassadors
- Community activities & opportunities
- LGBTQ+ groups
- TeaBooks

£29,223

Campaigning & Influencing

- Age Friendly Banbury support
- Campaigns to raise awareness of rights and entitlements
- Older People's Health and Social Care Panel

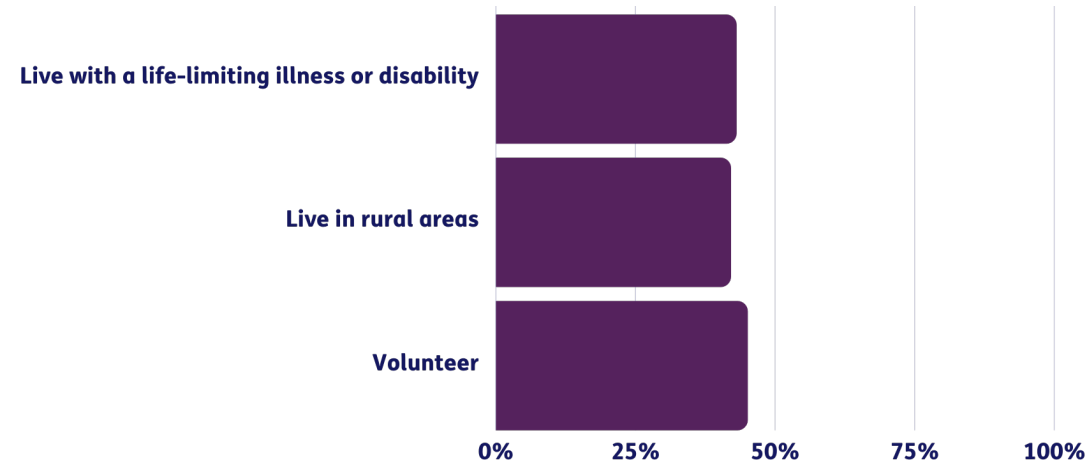


Ageing in Oxfordshire

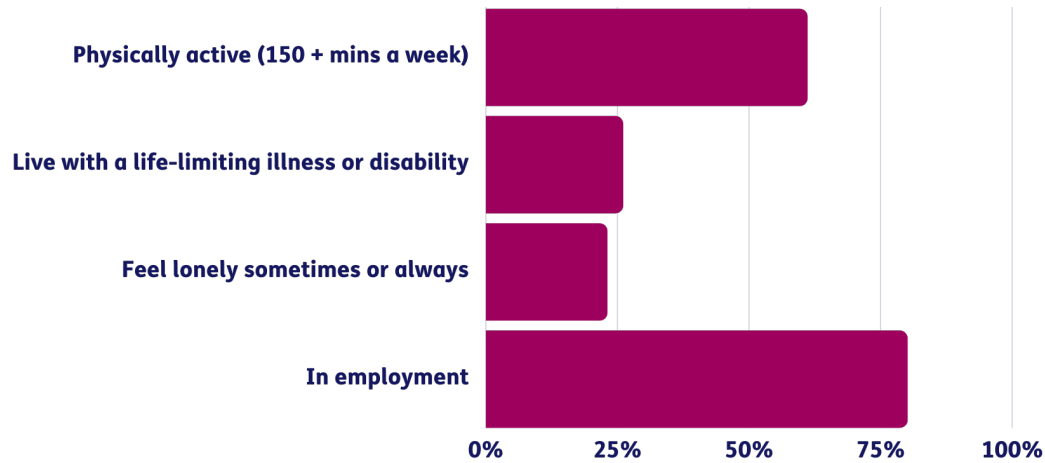
Across Oxfordshire more people than ever are aged over 65, and the population is continuing to age.

Over 270,000 people are 50+, with over 67,000 aged 75+.

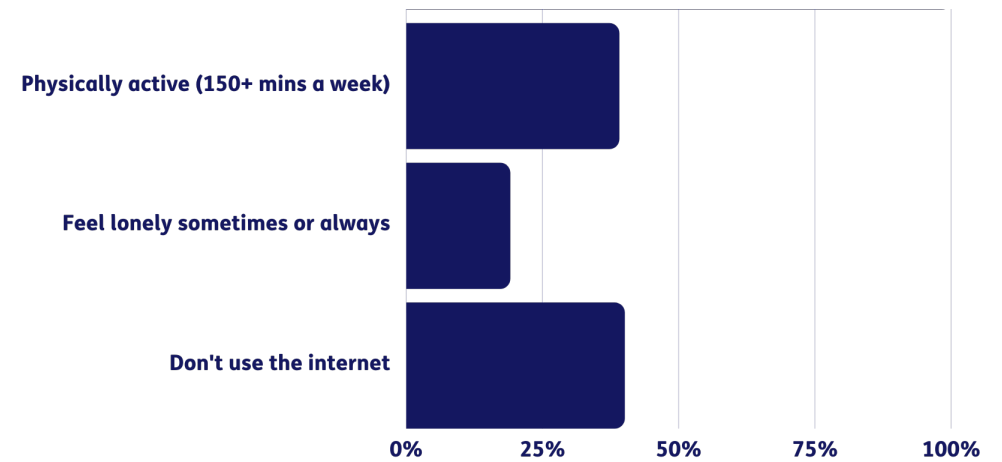
Aged 65-74 67,827 people



Aged 50-64 137,568 people



Aged 75+ 67,175 people





Looking ahead...

Our priorities for the year ahead include:

Implementing new Community Links Oxfordshire contracts, in partnership with Oxfordshire Community and Voluntary Action (OCVA) and Volunteer Link Up.

Growing our educational offer for people living with dementia and **developing a new support service** for people without a dementia diagnosis.

Fundraising to support our unfunded services.

Enhancing our listening and co-design mechanisms for older people.

Maintaining **strong leadership and governance** through transition in senior leadership.

Conducting a **salary benchmarking exercise** for all roles.

Improving our ability to measure the difference we are making.

Creating an action plan to **reduce wastage, carbon emissions & pollution** and adopt greener ways of working.

Enhancing our use of volunteers to help extend the activities and opportunities we offer and reach more people.

Thank You to...

...our many funders, large and small, including Oxfordshire County Council, the Integrated Care Board, Esmée Fairbairn Foundation, Oxfordshire Community Foundation, Lloyds Banking, Pharsalia, Sanctuary Housing and many other trusts and foundations.

...individual donors who play a huge part in enabling us to continue to provide vital, unfunded services.

...our delivery partners, who share responsibility for delivering contracts, including Citizens Advice Oxford City and West Oxfordshire, Dementia UK, Oxfordshire Welfare Rights and Volunteer Link Up.

...the myriad statutory, voluntary and community sector partners with whom we work to ensure better outcomes for people.

...our amazing staff and volunteers for their energy, commitment, and 'can-do' attitude.

...our trustees, for ensuring the organisation continues to be well-governed and resilient.

We'd love your support

You can help support Age UK Oxfordshire in so many ways



Donate



Volunteer



Fundraise



Campaign

To find out more about how you can get involved please visit www.ageuk.org.uk/oxfordshire/get-involved

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