

THE DIFFERENCE WE MADE

OUR IMPACT REPORT

FOR YEAR ENDING 31ST MARCH 2025

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THANK YOU - FROM OUR JOINT CHIEF EXECUTIVES

At the conclusion of the annual reporting process, we'd like to express our sincere thanks to all those individuals, community groups, grant-making trusts, companies, healthcare trusts, local authorities and other bodies who have made the outcomes listed in this report possible through financial and in-kind support.

We send our particular thanks to our staff and volunteers (existing and new) who helped deliver those services that meant so much to local older and/or vulnerable people through another challenging year. Whether working in a front-line role or a supportive capacity, everyone made an enormous contribution to our overall achievements.

We thank the Trustees for the time, expertise and support they brought to governance of the charity. Thank you to our Community Advisory Panel (formally known as our Older People's Advisory Panel) who ensured we heard the voices of people from the wider community beyond those already using our services.

We were pleased to welcome Martyn Illingworth to the role of Joint Chief Executive from April 1st 2025. We continue to bring benefit to the charity within our roles – together with our Senior Leadership Team, and are ready to meet the challenges created by the current economic and political landscape.

Our thanks go to the Directors of our subsidiary company who volunteered to oversee this area of our work.

In March 2025, we asked our staff 'what makes you happy at work?'. The response was emphatically our impact, working with our colleagues, and our flexibility – we couldn't agree more!



Michelle Elliott
Joint Chief Executive



Di Trinder
Joint Chief Executive



Martyn Illingworth
Joint Chief Executive



Chris Dorkes
Chair of Trustees

A MESSAGE FROM OUR TRUSTEES

As I look back over the past 12 months I see the predictions of approaching challenges made in the 2023-24 Impact Report were fully realised. Despite that, there is much to celebrate. This Report highlights the hard work and significant effort from everyone involved in the charity over the past 12 months. This continued dedication and teamwork allowed older and/or vulnerable people within our communities to access vital services at a time when they were needed most which almost certainly made a positive difference.

We began work on a major restructure in the way we deliver our advice services to ensure we can meet growing demand well into the future. This was painstaking work and we appreciate the ongoing support from all the staff and volunteers involved as the results of the restructure become embedded.

Our Dear Christmas Friend campaign over Christmas 2024 illustrated the immense community spirit within our county and further afield. Hundreds of letters, cards, drawings and gifts were sent to the 8 participating care homes and hospital wards from people living locally, nationally and even overseas providing a huge amount of Christmas cheer for the people who received them. It was a profoundly moving example of the kindness of strangers and the difference that small acts of inclusion can make. We can't wait to see what happens at Christmas 2025!

We were pleased to benefit from partnerships with local businesses. Our thanks go to Capital One for their continued support for our staff conferences and team meetings; their hospitality greatly reduces our costs. We thank Dunelm for their support this year and look forward to developing our relationships with JLL and Stagecoach which will develop in the net financial year.

We welcomed new Trustees during the reporting period and saw a change at the top of our charity. Di Trinder stepped down from the Joint Chief Executive role at the end of March 2025 and I am grateful for her longstanding commitment to the charity and her guidance over the past 5 years.

She moves into the Clinical Director role within our Dementia Day Services and I am excited to see these services develop to their full potential. I welcome Martyn Illingworth (previously Senior Strategic Director (Services)) to the Joint Chief Executive role with effect from 1st April 2025 who, together with Michelle Elliott (Joint Chief Executive) will guide the charity into the future.

We will be ready to face the challenges of the future but also the opportunities in the knowledge that what we do makes such a difference to local people. I hope you enjoy reading about the impact of that work over the past year in this Report.



Chris Dorkes
Chair of Trustees

OUR SOCIAL AND WELLBEING IMPACT

The importance of social connections for older and/or vulnerable people cannot be overestimated. They add enormously to wellbeing and a sense of belonging. We delivered services during the reporting period that helped people make the most of opportunities to meet old friends and make new ones.

Our Best Foot Forward walking groups enjoyed

481 different walks during the period and

5101 individuals strode out with the support of volunteer walk leaders to improve their social connections and overall health and wellbeing.

Members reported increased mobility, greater confidence and better social connections as a result of their involvement. Our walk leaders enjoyed the chance to give something back to their communities, step out from behind their desks (in some cases) and to make new friends amongst the groups.

“I’m so happy when some walkers share that they ‘have a reason to get dressed and go outside every Wednesday’.
It’s important to feel you are needed.”

- Volunteer

“I really enjoy the walks and have made new friends.”
- Member



Case study:

Mr C is in his 70s and lives with his wife. A busy man right up to retirement, Mr C always felt active and purposeful especially when supporting others.

After retirement, Mr C found himself feeling isolated at home

(as his wife continued to work) and he began to suffer from depression. Through contact with a local Social Prescriber, Mr C was referred to one of our walks which also hosted a social meet-up afterwards.

After receiving a warm welcome from the walk leader Mr C enjoyed the walks and also found out about other local events like breakfast clubs which he began to attend in between walks. As a result of his enthusiastic engagement with these opportunities, Mr C recovered from his depression and is now back to ‘enjoying life’. He’s even completed the training to become a walk leader himself.



OUR SOCIAL AND WELLBEING IMPACT (CONT)

Our charged-for **Companion Service** launched in April 2024 and enabled customers to reduce their own loneliness and social isolation and to enjoy activities in the company of a volunteer. These choices included going out for coffee, enjoying a drive around old haunts, indulging their love of football or simply enjoying a chat and a giggle.

39

people signed up for the service from



435

referrals; some were signposted elsewhere for more suitable provision or provided with information for them to consider.



“Always a pleasure and we always end up talking about random but really interesting subjects & we always giggle together.”
- Volunteer



12

new volunteers joined the Service to enable more matches to be made.



287

calls were made to family members and health professionals to understand needs, clarify financial arrangements and provide further signposting.



Check in calls were made to **520** volunteers to make sure the Companion Service relationships were going well.



Case study:

B visits Mrs W weekly in her own home. Mrs W used to enjoy reading poetry but that's not possible any longer. B began to read poetry to Mrs W, something they both enjoy. The relationship has flourished and now includes trips out to local cafes. Mrs W's daughter said:



“Mum is really enjoying her visits from B. She's such a lovely lady and we feel very lucky to have her and she was thrilled that they had a little ride out.”

OUR SOCIAL AND WELLBEING IMPACT (CONT)

Men in Sheds continued to offer a place where men and women were able to practise existing or learn new woodworking skills, share conversations, develop friendships and make some beautiful objects for people and organisations in the wider community.



Our Blidworth Shed opened its doors to local school children to share their craft with younger generations and they made lovely wooden benches which the whole community will use well into the future. The number of sessions increased during the reporting period and mixed gender sessions were also created to boost the positive impact of the Shed further.



Our Worksoop Shed received funding from Bassetlaw CVS to expand the number of sessions and increase volunteer numbers. Plans were formulated to introduce mixed gender sessions which will come to fruition in the next reporting period.



We were disappointed to have to say goodbye to our Daybrook Shed in June 2024 when the landlord took back the property for further development. Some members dispersed to remaining Sheds or joined other local venues and kept in touch with each other to maintain their friendships. We thank all the members and volunteers, past and present, for their energy and commitment in making the Daybrook Shed such a success.

When asked what they felt was the most important aspect of the Sheds, members said:

“The people. I've met some great people on a Thursday, volunteers & members. Always helpful, friendly & encouraging.”

“The large space & equipment.”

“The helpful & friendly volunteer & lastly the community of men.”

“Making friends & learning new skills.”



Case study:

One member joined our Sheds project a few months after having a stroke. He couldn't manage more than a few minutes of activity when first attending and was always supported by a designated volunteer to help him participate. Although the stroke had impacted on his verbal skills, he enjoyed the visits and the improvement in his wellbeing was noticeable after a few months – his mobility, energy levels, mood and speech were all better. His partner was thrilled with the improvements. He subsequently got a part-time job and made a great circle of friends at the Shed.



OUR SOCIAL AND WELLBEING IMPACT (CONT)

As part of our fundraising activity, we ran ticketed events for people to meet friends old and new, enjoy some time away from home and to learn more about the charity.

We ran a successful Chinese meal evening, an afternoon tea with entertainment and a pie and pea quiz. We plan to repeat these activities in the next reporting period and to create a Social Calendar for people to choose exciting and enjoyable social events to help them reduce their own loneliness and social isolation.



IMPROVING WELLBEING

We offer a number of services across multiple locations to help people navigate some difficult challenges as their need for care and support increases. We believe that helping people maintain their right to make choices, have their voices heard and their rights upheld is crucial in improving wellbeing and our committed teams deliver on that belief every day.

Our **Patients' Representative Service** provides important support to patients. The team helps provide support for discharge, allay worries from patients and carers and help 'plug' them into community support depending on their post-hospital needs. The issues people face are often varied but providing some form of resolution really helps people manage their circumstances.

Lings Bar Hospital

66

referrals from patients and their carers covered



326

different issues including discharge plans, carer support, befriending services, financial matters (such as benefits entitlements etc.) and home services to enable a downstairs existence (for example).

Preventing a readmission for just

1 night

because the Service had identified appropriate additional community support and services would equate to a further saving of

£12,500



We calculated that there was a potential

£22,500

saving to the NHS from this service.



Using an average bed cost of

£500

per day (calculated from the 25/26 NHS Payment Scheme, Prices Workbook), facilitating discharge

1 day

earlier as a result of the Patient Representative Service for

20

people would result in a

£10,000

saving.



IMPROVING WELLBEING (CONT)

Case study:

A patient was ready for discharge but had no suitable clothes, having been admitted without appropriate clothing. There were no family or friends to collect anything for the patient.



The Patients' Representative was able to source some suitable donated clothing to enable them to be discharged with dignity instead of in a hospital gown.



“The PRS provides support to patients and their families with a variety of issues. They have supported patients with arranging house clearances, finding community support and help to understand their financial and legal positions. The PRS has supported with signposting to other services and [provides] much needed emotional support to families or patients with no other support.

The PRS is always responsive to queries from professionals and will either provide the support herself or guide staff to the right people. The support the PRS provides at Lings Bar Hospital is invaluable and is greatly appreciated by both health and social care professionals.”

- Social Worker

“The Patients' Representative Service (PRS) has given my family member hope and improved their wellbeing immensely. They have made regular hospital visits, and I know my family member looks forward to seeing them on the ward. They have also supported me and offered advice and guidance when I have needed it. The PRS really has made a difference to us.”

- Relative

IMPROVING WELLBEING (CONT)

Nottingham University Hospitals (Queens Medical Centre and City)

Working on the Health Care of Older People (HCOP) wards at the two hospitals, our part-time advocates responded to

698

referrals covering multiple topics – listening to worries and concerns around hospital processes, treatment plans and discharge, referrals for home-based services, access to services to reduce loneliness and social isolation, financial information such as benefits advice, and access to assistive technology such as Lifeline alarms.

“Thank you for listening to me about my late wife. You really care.”

- Patient



- Working with the Occupational Therapy Teams

“Thank you for visiting my father this morning, your visit gave him a real boost especially regarding his needs when he gets home.”

- Relative



Case study:

Mr P was admitted to Queens Medical Centre after collapsing in a local park. His car and mobility scooter had been left behind in the park and the Occupational Therapist asked our Patients' Representative for help.



After a conversation with Mr P we discovered that the car was locked but the keys to the mobility scooter were still in the ignition (as this was when Mr P 'had a turn') next to the car. There was no-one Mr P could ask to collect both his car and his mobility scooter and he was particularly worried about the scooter. He was, however, a member of the AA who might be able to help with the recovery and he had his car keys with him. The Patients' Representative tracked down the park warden who located the car and the scooter and stored it securely until Mr P left the hospital. The AA were able to help with collecting the car and taking it back to Mr P's home. Luckily, both vehicles were in perfect condition.

The tenacity, detective work and skilled liaison meant that Mr P no longer had to worry about his vehicles while he was in recovery and it greatly reduced his stress levels. Perhaps our Patients' Representative will consider opening a detective agency!

IMPROVING WELLBEING (CONT)

Our **Residents' Representative Service** provides support for those in Nottingham City Care Homes (and to those in out of area care homes but who are registered with a City GP, as well as those moving to a County-based care home from a City location during the transition period).

The service also includes Worry Catcher sessions which captures anxieties, worries and issues from residents which can be resolved through liaison with the managers and staff within the homes.

Our Residents' Representatives dealt with

234

referrals covering

644

topics during

372

care home visits.



Issues included:

Difficulties with care provision, financial matters (such as self-funding queries, accessing and managing personal finances and understanding financial thresholds), long-term care planning, assistance to return to community living, mental capacity and best interests assessments.

Residents sometimes also needed support to engage with Adult Residential Services.

"I cannot thank you enough for taking the time to listen to me, I have been emotionally drained and could not stop crying since mum went into care, I didn't know where to turn. Just having someone at the end of the phone to express how I was really feeling has lifted a huge weight off my shoulder."
- Relative

"We always come to your service for our new residents as we feel you are able to provide such fantastic support and guidance, not just for the resident but for their relatives too, we would be lost without you."
- Care home manager



IMPROVING WELLBEING (CONT)

Case study:

Mrs S was referred to our Residents' Representative Service by the care home manager who was concerned she was struggling at home since her husband had moved into permanent care.



The manager advised it was possible for Mrs S to move in with her husband in a shared room. We discussed this possibility with Mrs S who adamantly wanted to remain in her own home in the community with her own package of care which she was already accessing.

She did, however, disclose that she was struggling financially which was affecting her ability to manage the household finances. This meant she was missing GP and hospital appointments because she couldn't afford a taxi and she was prioritising extra money to go and see her husband. This was having a negative impact on her own health. She was buying food to feed her beloved pet dog with whatever was left.

Her free travel pass was not much use because her restricted mobility made it hard to use public transport and walk even short distances. There was a confusing issue with an Adult Residential Services bill for over £3000 relating to her husband's care fees.

We helped Mrs S access a benefits check from Age UK Notts and the results were encouraging – a £78 per week Pension Credit payment (with a 3-month backdated payment) and a saving of £28 per week on her Council Tax (reduced because of the Pension Credit payment and also backdated by 3 months). Altogether, she was better off by around £630 per month.

After a complex discussion related to Mrs S's charges for care and the £3000+ bill, a deal was struck which reduced Mrs S's repayments in line with Fairer Charging policies. She was no longer in debt, had the funds to pay for transport to maintain her own health and could visit her husband without worrying. She no longer had to worry about buying food for her dog – her faithful companion, now she was living on her own.

IMPROVING WELLBEING (CONT)

We offered distinct **Worry Catcher** services on **Mental Health Services for Older People (MHSOP)** wards. This service provides a point of liaison between people on the wards and the hospitals themselves to allay worries and anxieties. It's important for patients to feel they have as much control as possible within these often challenging settings.

951

contacts were made with
in-patients during

191

ward-based sessions.



Relatives were also able to raise issues and staff also benefitted from support. In addition to general issues such as food, challenging behaviour, activities, noise and staff matters, the Worry Catcher service also supported in some complex cases covering issues such as discharge, medical/health and personal matters.

***"I feel so much better for
talking to you.
You have made me feel
supported and calm again."***
- Patient



***"Thank you for your help. I am pleased
to be getting leave from the ward and
the support that I need. I really
appreciate it."***
- Patient



IMPROVING WELLBEING (CONT)

Case study:

Patient X developed a working relationship with the Worry Catcher over many months as a result of multiple admissions to hospital.



In the Autumn of 2024, X was detained under the Mental Health Act.

Regular conversations took place between X and our Worry Catcher during which concerns about care and progression were discussed. X was keen to leave the ward but did not know that escorted leave was possible if it was arranged in advance.

There had been issues with missing laundry which X was keen to get back so our Worry Catcher intervened with the appropriate manager and the missing clothes were found and returned to X. Dietary preferences were also resolved.

There were other complex issues around medication regimes, participation in ward round meetings and progression of care. Advocating for X, conversations were often delicate and carefully balanced to obtain the optimum outcome for X (including a Mental Capacity Assessment and Best Interest decision) involving multiple members of the ward care team.

The process went on longer than expected and there were times when X was agitated and distressed. Continuing to advocate for X, our Worry Catcher maintained contact about progress and kept X informed and also arranged for the senior medical staff to engage with X, too. This process continued for a number of weeks. Eventually, the correct placement was found for X who had been told of the plans for their discharge. X was thankful for the support of our Worry Catcher and stated that they “would not have known any of this without help from the Worry Catcher”.



IMPROVING WELLBEING (CONT)

Our **Sybil Levin Specialist Dementia Day Service** provided innovative support for people with dementia which also benefited their carers and loved ones.

Creating a sense of wellbeing, the dedicated staff and volunteers developed their understanding of the interests of every user of the service and provided suitable activities to engage them as individuals and delivered over

2000

individual sessions throughout the reporting period.

The calm, well organised and dignified environment helped improve people's moods whilst at the centre and in their own lives. There were opportunities to eat together and enjoy a home cooked 2-course meal and transport was available to those who needed it (within an agreed radius).

"We would like to say the biggest 'Thank you' for going above and beyond your job title looking after my precious mum.



The care given to her at the centre is simply the BEST, ensuring she's happy, safe and fulfilling, her time spent there is a good one. Not forgetting to mention the minibus ride to and from the centre.

The staff are BRILLIANT with her.

We've DEFINITELY noticed a change in mum since attending the centre (that's down to you wonderful people). Mum's definitely got some of her sparkle back. The Sybil Levin Centre has been a life saver when we needed you the most ... not just for my mum, but for us too!!

We are truly grateful and can't thank you ALL enough!!"
- Carer



MAINTAINING INDEPENDENCE

Independence in the homes they love is often a key concern for older and/or vulnerable people. Our services helped them maintain their independence and to enjoy their lives a little more.

Our **Wellbeing at Home** service offers support for people for up to 6 weeks to enable them to remain at home by preventing a deterioration in wellbeing that could lead to a hospital admission or readmission, or a move into residential or nursing care.

353 people (exceeding target) were referred into the service by social work teams, local authority staff and hospital discharge teams. The reasons for referral were varied but included social isolation, personal and home administration challenges, financial issues and light-touch support for domestic tasks, arranging healthcare appointments and medication collection. We also provided support with accessing mobility aids, arranging home repairs, digital inclusion skills, sourcing transport and helping with housing needs.

Users of this service also benefitted from onward internal referrals where more of their presenting issues could be resolved.

“You have been a great help. You have helped me with my confidence and improved my self-esteem. Thanks so much.”
- Service user



“My father’s mind has been put at ease knowing he has a list of people he may need.”
- Relative

“Thank you so much, I have slept so much better knowing I’m getting support for me and my wife, I would not have even known where to start.”
- Service user



MAINTAINING INDEPENDENCE (CONT)

Case study:

Mr S was in his 80s and, although very independent, he'd recently had a fall which resulted in broken bones and a poorly back. He also lived with other long-term health conditions which affected his quality of life. He was referred to our service to help him maintain his much-valued independence by his occupational therapist.



During the home visit by our support worker, we established that Mr S needed help with some household repairs, accessing appointments, equipment to improve his sight and hearing and with transport to medical appointments – quite a list!

The support worker helped Mr S make decisions about what he wanted – a handyman and repairs to his kitchen by his landlord, we arranged for new reading glasses to be delivered the next day to enable him to read his own mail (which hadn't been read for some time) and for future opticians visits to be at home. He was helped to obtain a doctor's appointment and provided with transport details and a booking to help him get there on time.

The support worker helped Mr S to set up his telephone and organise the monthly direct debit payments to ensure it was always useable. He was also helped to address a debt with his energy provider. We referred him for a full benefits check to ensure he was receiving his full entitlement.

Mr S said he had felt very “overwhelmed” by all the letters he had unopened. After receiving support from Wellbeing at Home he felt “a lot of relief” and more able to support himself at home, which would in turn improve his physical health and mental wellbeing. When the support worker contacted Mr S to explain she would be closing his case, he thanked her for the support and said he felt “like a new man”.

None of our help took away Mr S's independence but helped him maintain it safely. It's clear to see the difference it made to him.



MAINTAINING INDEPENDENCE (CONT)

Our **Connect** team provided a community-based prevention service to help people aged 65+ or with neurodiverse conditions (of any adult age) to remain independent in their own homes to prevent or delay the need for more intensive support.

The service operates across Mansfield, Ashfield, Newark and Sherwood, Broxtowe, Gedling and Rushcliffe.



It also operated as part of the Kings Mill Hospital discharge team.

3178 people benefitted from this service.

268 of which were related to complex hospital discharge facilitation via our Hospital Link Worker.

643 Blue Badge applications were successful significantly adding to independence and we also influenced the process overall for the benefit of everyone.



Annualised benefit gains amounted to:

£2,110,600

money in the pockets of individuals to enjoy a better quality of life AND into the local economy.

"I just wanted to tell you what an amazing job we all think you do for our very complex patients. You go over and above constantly to help both the patients and the discharge team. Thank you very much."

- Hospital Discharge Team member

"[The worker] spent time filling in my claims for a Blue Badge Parking Permit and Attendance Allowance. Both were successful and have improved my lifestyle."

He was very helpful, patient and took time to help me as I cannot hear very well."

- Service user



MAINTAINING INDEPENDENCE (CONT)

Case study:

L was in her 70s and lived with her adult age daughter with learning difficulties. L had day-to-day struggles with anxiety and depression and had not been out of the home for years because of health conditions. L had lost her husband who provided much of the support needed and the household was struggling financially. There was a small group of friends and her daughter doing their best to provide the support needed.



It took a while to build the right support and trusting relationship to be effective in providing solutions but we were able to help in multiple ways.

L received a personalised Scams Awareness session and was registered with the Telephone Preference Service to mitigate against previous problems with her bank account.

She was referred to our Warm and Wise energy advice project and she benefitted from free energy saving measures and a boiler check to increase efficiency. An onward referral was made to Nottinghamshire Fire and Rescue Service for smoke alarms to be fitted.

Bills were transferred into L's name and a bereavement claim was made for help with funeral costs. Attendance Allowance and Pension Credit were secured to improve L's financial position and increase purchasing power to enhance quality of life. Council tax payments were reduced to reflect the change in circumstances and L received a referral for community transport for when it was needed.

When the case closed, L and her daughter were more confident, financially better off and more aware of the support available locally. Bills are better managed and trust in local provision has been built.



MAKING INFORMED CHOICES

The 2024-25 financial year was notable for the impact of the continuing cost of living crisis that affected everyone in the communities we serve, staff and volunteers alike. The July General Election saw a new government voted in and changes to benefits such as the Winter Fuel Payment created pressure on our Advice teams from people worried about their ability to manage their bills during the winter.

We were ready to meet those challenges.

Partnering with Nottingham City Council, we helped



703

people access shopping and energy vouchers worth

£121,703

during the reporting period.

£1,966,370

in benefits entitlement was generated by our Advice teams – much needed income to improve quality of life.



Overall, our Advice and First Link response teams dealt with

16,229

phone calls,

5,379

emails and

400

drop-in appointments as well as sending out

921

fact sheets and information guides.



This was hard but satisfying work and the difference this support made was evident from the feedback:

“[The workers were] very thorough with the advice and very caring, it’s given me a bit of hope as I’m struggling financially.”

- Service User

“Dealt with people who treated me like an intelligent person & they listened to me. It was nice as people don’t take much notice of older people nowadays.”

- Service User

“Excellent service. Really pleased with the help you have given, wouldn’t hesitate to call you again.”

- Service User



MAKING INFORMED CHOICES (CONT)

Often our services operate as a gateway to other issues, highlighted by Mrs M's story. We were able to resolve the initial issue but also support with other challenges when we became aware of them.

Case study:

Mrs M contacted us about Household Support Fund vouchers because she was struggling with the Cost of Living. She was in her 70s and lived alone. We were able to help with that and we discovered she was also worried about a family legacy situation which had been going for a number of years without resolution. She was feeling very stressed and anxious about it. We were able to refer her to partner legal practice for a free 30-minute consultation and Mrs M found it really helpful. Her understanding of the situation was much clearer and she was hopeful of speedy resolution.



Our Safe and Sound service kept people warm, safe and well in their homes which made significant contributions to ongoing independence.

Our
Warm and Wise
service helped



643

households be more energy efficient and save money on their energy bills.

3712

energy efficiency measures were installed to help people reduce bills and

335

households were registered with the Priority Services Register (to receive appropriate support in the event of power interruptions).

Advice was provided on shopping around to get the best value energy provider.

"I had a visit from Catherine who did me an enormous favour in fitting a remote control to my lamp so I don't have to get out of bed in the cold. It has changed my life and I am very grateful. You do a wonderful service."

- Service user

"I recently had a visit from [Age UK Notts] because I had concerns about fuel bills. He was brilliant! Friendly, professional, easy to talk to."

- Service user

After 3 years of trying with EON to get to the bottom of my bill problem, he solved it in one visit. He armed me by doing comparisons with other suppliers & by resolving issues with Economy 7 which EON had not addressed when previously contacted by me. The result was I got a £56 reduction in my monthly payment locked in for one year. He also left me freebies & mended a stick for my loft ladder! I can't thank him and Age UK Notts enough & I will pass the word round to my acquaintances.

- Service user



MAKING INFORMED CHOICES (CONT)

Case study:

A couple in their 80's (both living with dementia) were supported by a family member in their bungalow. There had been a recent serious incident and the smoke alarm had not worked effectively. There were other issues, too – draughts from faulty windows, dim lightbulbs and no carbon monoxide detector anywhere in the property.



Our energy advisor immediately made a referral to Nottinghamshire Fire and Rescue Service for a Safe and Well visit. Within 3 days 2 new smoke alarms had been fitted.

Our advisor fitted LED lightbulbs, radiator foils to 2 radiators and insulation tape to the windows as well as a carbon monoxide detector in the kitchen where the boiler was situated. A referral for a full benefits check was also made from our Advice Team. The whole family felt warmer and safer and financially better off.

60

households received an air fryer to enable them to make nutritious hot meals in a cost effective way (funded by Nottingham City Council). Feedback was very positive with many recipients commenting that the benefits were multi-faceted-energy saving, convenient, safer, healthier, and quicker.



We completed

3

Warm Home on Prescription projects and helped local people access

£10,933

in grants to upgrade heating systems.



Our Scams project helped older and/or vulnerable people stay safe online.

1409

people attended a group event and

101

people enjoyed an individual session to learn how to protect themselves from scams and fraud.



OUR ECONOMIC IMPACT

Our Charitable area is focussed on the City and County of Nottingham and Nottinghamshire. We provided services and support for around 40,000 local older and/or vulnerable people throughout the area and 74% of our staff work directly on the front line.



What did that mean in economic terms?

One of our key support offers was to help people access the benefits to which they were entitled.



Our **Connect** and **Advice** teams supported people to access **£4,076,970** into the pockets of claimants and into the wider economy.

That income was spent to improve quality of life such as taxi's to appointments, access to hobbies and interests and home upgrades, for example.



We helped people access local grants worth

£10,933

to upgrade their homes to a decent standard through our Warm Homes on Prescription service.



We raised awareness of the

£32 million

in Pension Credit remaining unclaimed within the county.



We helped people access funding for new boilers through our connections with the Gas Safe Charity.

Individual householders received energy upgrades through our 13th year of providing free fitting of energy efficiency measures such as low energy lightbulbs, draught excluders and thermostatic valve regulators which will reduce bills into the future, especially as the cost of heating and lighting homes remains very high.

We estimate that participating service users saved around **£100,000** by implementing guidance, shopping around for suppliers and upgrading their home energy systems.



A further

£3,286

was raised to enable householders to install other home improvements that made their homes more appropriate for their needs.

OUR ECONOMIC IMPACT (CONT)

Our biggest expense by far is our salary bill. Our net salary bill in this reporting period was



£2,017,790

and

81.5%

of that salary was paid to staff with an NG postcode worth

£1,700,453

We created

5

new jobs, increased our overall headcount by

1

and replaced

22

staff during the reporting period.



Our volunteers donated time to the equivalent of



£242,520

at prevailing National Living Wage rates.

Many of our services could not have functioned without their commitment and dedication.

88.6%

of our volunteers live within the County boundary so it truly was about local people supporting their communities.



We remain ever grateful for the dedication and commitment of our volunteers.

41%

of our expenditure on goods, services and contractors was spent on companies with a Nottinghamshire postcode.



The people of the City and County were generous with their donations, bringing in



£20,545

from donations and collections, individual and community fundraising, ticket sales and raffles at events and through sponsored activities.

Trusts and grant making bodies were equally generous by awarding us



£29,500

(and many of those contributions are acknowledged within our Annual Report).

OUR SUSTAINABILITY IMPACT

Sustainability remained a key goal during the last reporting period, both for the charity and our place within the county.

Although economic circumstances meant we closed our West Bridgford charity shop during the reporting period, we continued to recycle items in that and our Sutton-in-Ashfield shops throughout the period – furniture, bric-a-brac, electrical items, fashion and accessories. It was great to see so many customers, old and new, and to keep those items away from landfill and given a second chance to be loved.



Our **Men in Sheds** projects continued to recycle donations of wood into beautiful objects such as benches, birdboxes and all manner of wooden treasures. Providing a warm and safe space for men and women to practise or learn woodworking skills, the Sheds kept skills alive and enhanced our local environment.

We were sad to see our Daybrook Shed close as our landlord made plans to redevelop the site but members were able to join other Sheds and created social opportunities to maintain friendships.



Building community capacity is always a welcome by-product of the work we do and the following additional qualifications were undertaken by staff and volunteers during last year which will be of benefit long into the future:

- **Emergency First Aid at Work - 8 staff and volunteers**
- **Cruse Loss and Bereavement - 11 staff**
- **Deaf Awareness Training - 25 staff**
- **Working Age Benefits - 37 staff**
- **Pension Aged Plus Benefits - 40 staff and volunteers**
- **Sexual Harassment Awareness - 124 staff (plus Trustees)**
- **Neurodiversity - 25 staff**



OUR SUSTAINABILITY IMPACT (CONT)

4 new Trustees undertook the detailed induction process to fully appraise them of their legal obligations and duties. All of our volunteers will be able to share their increasing knowledge of the needs of older and/or vulnerable people, helping to build community capacity into the future.

We have benefitted from the volunteer support of Nottingham Trent University students for a number of years and we were pleased to be able to offer our support in return to new groups of students within this reporting period. We worked closely with international post-graduate management students on a detailed project examining locations for a potential new charity shop. Through this project, they understood more about our charity and the wider third sector, applied their management skills to the task, considered a range of economic and social factors and wrote a detailed report which was then presented to us formally. It was an enjoyable way to exchange our expertise and to hear the voices of younger people from which we will benefit in future years.

We also supported Nottingham Trent University economics under-graduates by participating in topic-based research on “Analyse the economic issues facing older people today” followed by a formal presentation upon which we gave feedback as part of the Expert Panel.

It was a great day!

It was encouraging to see the depth into which each team researched the topic and to understand what they had learned from the experience. It was clear that they had developed real insight into the issues many older people face and we hope that will be of use in their own futures and those of their loved ones. We are eager to commit to similar activities in the future.

“I feel it's a very worthwhile and satisfying volunteering role - a brief time out of my week to hopefully make a difference to someone else's.”

- Volunteer

“I love volunteering. The joy it gives myself and the people that I help. I'm very happy that I can help”

- Volunteer

“The people we support appreciate us and the efforts we make which personally gives me a great deal of satisfaction.”

- Volunteer



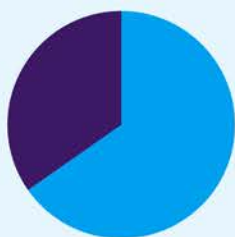
OUR INCLUSION IMPACT

Equality, Diversity and Inclusion (EDI) became a key goal in this reporting period. We analysed our data more thoroughly and established our current baselines and created an EDI Working Group to deliver on future goals. The Working Group included staff and volunteers from across the charity working at all levels to ensure all voices were heard now and into the future.

During the reporting period:



86.5%
Clients aged
66+



65.3%
were
female and
34.7%
male



38.1%
of all clients
were aged
70-79



86.8%
were
White
British

In the future, we will be looking at ways of attracting more of the male population who may need help as they were under-represented in the number of people receiving support compared to the local population (49.1%).

We need to do more to work with different ethnic communities to ensure they get the help they may need.

Our volunteers come from diverse backgrounds and with differing experiences.



A total of
195
people volunteered within
our charity during the
reporting period.



39.5%
were male
and
60.5%
were female.



over
74%
of all volunteers are in the
50+
age range.

Volunteers were kept informed of the work of the charity through weekly newsletters and their efforts acknowledged with a Christmas gift through the Reward and Recognition scheme.

OUR INCLUSION IMPACT (CONT)

Feedback from customers and service users remained an important part of quality management during the reporting period and we have used some of the feedback in this report to illuminate the impact of our services.



We received

3

formal complaints within the period, all of which were resolved satisfactorily.

All staff undertook mental health and neurodiversity training to better support colleagues, volunteers and our customers alike as well as looking after their own wellbeing.



We continued to consult with potential service users through our Older People's Advisory Panel which was renamed our Community Advisory Panel during the period.



2

new members were recruited and their input (together with our existing members) will be invaluable in the future.



There is sometimes a difference between the consumer of our services and the customer.

For example, a younger family member may refer an older relative for services or want to buy one of our charged-for services to support their loved ones.

Raising awareness of our services is key to ensuring both consumers and customers can come forward to find help because they know us and trust us. We significantly improved our capacity to deliver community talks and made great progress in raising issues of ageing amongst local corporate partners through the activities of our fundraising team and through roadshows and events delivered by teams across the charity.

OUR INCLUSION IMPACT (CONT)

We held our inaugural Corporate Connections event in November 2024 which introduced local employers to ways in which they could support their staff teams to better help their loved ones and remain within the workforce (contributing to continued economic productivity, retaining institutional knowledge, experience and ensuring that older and/or vulnerable people who need help can get it more quickly).

We remained members of networks (such as Age Friendly Nottingham, Civil and Military Partnership Board and the Tackling Loneliness Collaborative) to raise awareness across our range of partners and other interested organisations.



We made inroads into intergenerational work through our activities with local schools and universities which helped people to understand more about the challenges older and/or vulnerable people face as well as acknowledging that older people are unique, well-rounded individuals.

Our Dear Christmas Friend project was an absolute joy and provided a wonderful opportunity for people to give an act of kindness for a stranger. Hundreds of letters, cards, pictures and letters were sent to the 8 participating care homes and hospital wards. Schools got involved and we even had students from European countries participating which resulted in an exchange of letters between recipients and schools from one of the homes. People were able to share their own experiences of Christmas and it enabled to learn more about different customs. The project ensured these older and/or vulnerable people did not feel forgotten at what can often be a very difficult time.



OUR INCLUSION IMPACT (CONT)



We further benefitted from participation in the Delivering Joy campaign run by Dunelm (with whom the Age UK brand is Charity of the Year partners from 2024- 2027).

We received over **500** gifts from generous Dunelm customers and we distributed those gifts to the participating hospitals and care homes in the Dear Christmas Friend project.



“All the residents and staff want to say a big thank you to you and your team for involving us in the scheme. We’ve had cards and letters full of good wishes, people’s memories, experiences ...at this time when people feel it most.”
- Wollaton Park Care Home

“...some residents have NEVER received any correspondence since living in the care home so this made their day. Staff loved reading the letters aloud to the residents.”
- West Lodge Care Home

“It...brought a tear to us all from some simple and selfless acts of kindness from everyone involved.”
- Highfields Care Home



The combination of mail and gifts really did bring Christmas Joy to everyone.
We can't wait for Christmas 2025.

CONCLUSION

Every year we work hard to deliver excellent services to the people of our City and County and we are pleased to offer this Report which outlines the impact we have through that work.

Our commitment to improving the lives of older and/or vulnerable people never waivers and we know (and show in this Report) that our work does change lives. It inspires and enables people to enjoy a better quality of life and it gives them the relevant support to maintain their independence for as long as possible.

Charities don't operate as sinkholes; rather, they circulate money, skills, knowledge and experience to enable people to remain independent and potentially reduce or delay their need for more formal support. Our Impact Report highlights contributions to the economic life of the county, our commitment to Inclusion and the ways in which we work to encourage sustainability.

We hope you enjoyed reading it.

You will find the relevant Financial Statements on the back of this Report, and you can access the full Annual Report for the year ended 31st March 2025 on our website:

<https://www.ageuk.org.uk/notts/about-us/our-organisation/annual-reports/>

If reading this Report has inspired you to get involved, you will find opportunities on our website – donations, sharing information on your social media platforms, maybe even volunteering for one of our services (to name a few). We, and the residents of the county, would love to meet you.



A handwritten signature in black ink that reads "Maria Cooke". The signature is fluid and cursive.

Maria Cooke
Strategic Director
(Innovations and Communications)

HOW SERVICES ARE FUNDED



Age UK Notts is grateful to a wide range of funders who contribute towards the costs of delivering our services to local older people. We would like to thank the following for their support:

Actons Solicitors	Innocent
Advantage Social Enterprise C.I.C.	J N Derbyshire Trust (The)
Age England Association	Jayne Pearson
Age UK	Jessie Spencer Trust (The)
Age UK Leicester Shire & Rutland – Warm & Wise	Jani King Cleaning
Age UK Lincoln & South Lincolnshire- Warm & Wise	Jones 1996 Charity (The)
Amazon	Margaret Gaskell
Bassetlaw Community & Voluntary Service	Mary Robertson Trust (The)
Boots Company PLC	Mansfield Building Society
Bluecoat Singers	Morrisons
Bramcote Crematorium	Newark & Sherwood District Council
Broxtowe Borough Council	Nelsons Solicitors
Business in the Community	Nottingham CityCare Partnership
Capital One	Nottingham City Council
Charlotte Bakewell	Nottingham Energy Partnership
Chungs	Notts Ladies Golf Club Hollinwell
Collingham Community Trust	Nottingham Trent University
Department of Health	Nottingham University Hospitals NHS Trust
Dunelm	Nottinghamshire County Council
E.ON	Nottinghamshire Healthcare NHS Foundation Trust
Energy Savings Trust (The)	Omaze
Experian	PAPET (The Forman Hardy Holdings)
Forman Hardy Holdings Ltd (Past & Present Employees Trust)	PCN 5
Freeths	Platform Housing
Friends of the Elderley	Rothera Bray
Gas Safe Foundations Independent Living Trust	Santander UK
Gedling Borough Council	Skerritt Trust (The)
Geoff Ball (Stationery suppliers)	Sky Community Fund
George Henry Francis Payling's	Sir John Eastwood Foundation (The)
George Square Financial Management	St. James's Place Wealth Management Ltd
Hudson Wealth Management Ltd	Theatre Royal and Royal Concert Hall
Indian Community Centre Association	Thomas Farr Trust (The)

We also benefit from individuals who make donations & legacy income to the Charity and we have worked hard to generate income via our charity shops and trading company activities. Without this income the Charity could not continue to provide these vital services to local older and/or vulnerable people.

CONSOLIDATED ACCOUNTS

Age UK Nottingham & Nottinghamshire

Notes to the financial statements

For the year ended 31 March 2025

2 Detailed comparatives for the statement of financial activities

	Unrestricted £	Designated £	Restricted £	George Henry Francis Payling's Charity Endowment £	2024 Total £
Income from:					
Donations and legacies	321,445	-	85,233	-	406,678
Charitable activities					
Housing Services	27,993	-	335,775	-	363,768
Advice	139,468	-	124,438	-	263,906
Advocacy	209,973	-	-	-	209,973
Health & Wellbeing	1,699,945	-	69,829	-	1,769,774
Core Services	75,282	-	2,500	-	77,782
Shops	1,231	-	-	-	1,231
Other trading activities					
Merchandising Income	81,689	-	-	-	81,689
Fundraising Income	8,839	-	5,214	-	14,053
Sale of Business Directory listings	98,729	-	-	-	98,729
Investments	59,557	-	-	2,082	61,639
Other (sale of head office in 2023/24)	4,583	-	-	-	4,583
Total income	2,728,734	-	622,989	2,082	3,353,805
Expenditure on:					
Cost of raising funds:	257,994	1,774	212	-	259,980
Charitable activities:					
Housing Services	29,343	-	385,055	-	414,398
Advice	150,959	-	131,454	1,647	284,061
Advocacy	190,560	-	380	-	190,939
Health & Wellbeing	1,720,336	23,804	114,539	-	1,858,680
Core Services	305,706	68,792	13,298	277	388,073
Total expenditure	2,654,898	94,370	644,937	1,925	3,396,130
Net income / expenditure before gains / (losses) on investments	73,836	(94,370)	(21,949)	157	(42,325)
Net gains / (losses) on investments	29,174	-	-	80	29,254
Net income / expenditure	103,010	(94,370)	(21,949)	237	(13,071)
Transfers between funds	(44,389)	44,389	-	-	-
Net movement in funds	58,621	(49,981)	(21,949)	237	(13,071)
Total funds brought forward	1,311,007	1,129,154	57,192.86	52,428	2,549,782
Total funds carried forward	1,369,629	1,079,173	35,244	52,665	2,536,711

CONSOLIDATED ACCOUNTS (CONT)

Age UK Nottingham & Nottinghamshire

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2025

		Unrestricted £	Designated £	Restricted £	George Henry Francis Payling's Charity Endowment £	2025 Total £	2024 Total £
Note							
Income from:							
Donations and legacies	3	399,998	–	54,093	–	454,091	406,678
Charitable activities							
Housing Services	4a	21,439	–	324,009	–	345,448	363,768
Advice	4b	101,200	–	76,542	–	177,742	263,906
Advocacy	4c	165,764	–	–	–	165,764	209,973
Health & Wellbeing	4d	1,814,286	–	33,975	–	1,848,261	1,769,774
Core Services	4e	54,363	–	–	–	54,363	77,782
Shops	4f	175	–	–	–	175	1,231
Other trading activities							
Merchandising Income		58,069	–	–	–	58,069	81,689
Fundraising Income		20,545	–	9,060	–	29,604	14,053
Sale of Business Directory listings		91,655	–	–	–	91,655	98,729
Investments		67,149	–	–	2,516	69,665	61,639
Other		–	–	–	–	–	4,583
Total income		2,794,644	–	497,677	2,516	3,294,837	3,353,805
Expenditure on:							
Cost of raising funds:	5	251,266	16,496	–	–	267,762	259,980
Charitable activities:							
Housing Services		19,106	20,836	350,849	–	390,792	414,398
Advice	5	102,185	72,921	107,656	2,054.57	284,817	284,061
Advocacy	5	166,816	–	60	–	166,876	190,939
Health & Wellbeing	5	1,791,648	98,454	46,277	–	1,936,379	1,858,680
Core Services	5	328,420	109,744	1,502	465.00	440,131	388,073
Total expenditure		2,659,441	318,452	506,344	2,520	3,486,757	3,396,130
Net income / (expenditure) before net gains / (losses) on investments		135,203	(318,452)	(8,667)	(4)	(191,920)	(42,325)
Net gains / (losses) on investments		4,696	–	–	(237)	4,459	29,254
Net income / (expenditure) for the year	9	139,899	(318,452)	(8,667)	(241)	(187,460)	(13,071)
Transfers between funds		(283,343)	283,343	–	–	–	–
Net movement in funds		(143,443)	(35,109)	(8,667)	(241)	(187,460)	(13,071)
Reconciliation of funds:							
Total funds brought forward		1,369,629	1,079,173	35,244.28	52,665	2,536,711	2,549,782
Total funds carried forward		1,226,185	1,044,064	26,578	52,424	2,349,250	2,536,711

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 20a to the financial statements.

**Age UK Nottingham &
Nottinghamshire**
The Lifestyle Centre
16-18 Bridgeway Centre
Nottingham
NG2 2JD



For more information on any of our services, please contact us:



0115 844 0011



info@ageuknotts.org.uk



www.ageuknotts.org.uk

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**www.ageuk.org.uk/notts/get-
involved/donate/**



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Notes

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