

ANNUAL REVIEW 2019

Giving Local Older People A Voice

Foreword



Welcome to our 2019 Annual Review.

Age UK Leicester Shire & Rutland has been providing services for over 65 years. The charity exists to promote the wellbeing of all older people, over the age of 50, by helping to make life a fulfilling and enjoyable experience and we are committed to ensuring they maintain their dignity and recognise their value as individuals.

Our key strengths are responding to people's needs from the time they retire through to the latter stages of their life by providing trusted, high quality services which enables them to live through the different phases of older age with support and dignity.

Whilst Age UK Leicester Shire & Rutland remains the largest local Age UK brand partner in England, the last year has been financially very challenging leading to the closure of a number of long established and valued services.

Whilst this is disappointing, the charity remains committed to improving the quality of life for all

local older people and particularly those who are more vulnerable.

We can be proud that, despite the difficulties of the last year, there were some notable achievements. For example:

- We were awarded a contract to provide advocacy support to people living in Leicester City, Leicestershire and Rutland
- We successfully tendered for the Leicester City Carers Contract
- Following a bidding process, we were one of 6 local Age UKs awarded money to deliver a Maintenance Cognitive Stimulation Therapy project for people with Dementia
- We were awarded money by Bupa Charitable Foundation to deliver a series of courses aimed at teaching older male carers how to cook
- We received a 2-year grant from The National Lottery Community Fund, under their Reaching Communities Programme, enabling our Loneliness Prescription Project to continue
- £124,897 was raised to assist with meeting the cost of the new Information Hub we intend building in front of Clarence House, our main Resource Centre in Leicester City

Whilst the next 12 months will undoubtedly present new challenges, I am confident that through the efforts of our staff and volunteers and the plans we have put into place, new income streams will be developed leading to the emergence of new and exciting services for local older people and their carers.

***Tony Donovan, Executive Director
Age UK Leicester Shire & Rutland***

Chair's Statement



Whilst Age UK Leicester Shire & Rutland is operating in a challenging environment, where income streams previously supporting growth and diversification have either significantly reduced or completely disappeared, I am encouraged that this year's Annual Report shows how the charity continues to support and develop services to meet the needs of local older people.

A good example of this is our recently launched Food with Friendship Project. Developed in response to need its aim is to teach older male carers to cook by organising for their benefit, a 10-week course, where they also have the opportunity of interacting with other people who have a caring role and for the most part, are socially isolated. The project recently featured on BBC East Midlands Today.

So much of what we do is dependent upon the success of our charity shops and over the last year we have actively campaigned for stock donations via our corporate supporters and are encouraged by their generosity and willingness to help.

Gift Aid on donated items makes a huge difference to our fundraising efforts. This year we will celebrate £1 million pound raised over the last 7 years.

Age UK Leicester Shire & Rutland's Board of Trustees continues to oversee ongoing service reviews and restructures to ensure their financial viability and that support offered is delivered to the highest possible standard. Our future success and long-term sustainability rely on the existence of a strong and robust infrastructure which includes physical buildings, systems, back-office functions and dedicated, highly trained staff and volunteers. With all these in place, we will continue to deliver responsive and effective services to older people in a very difficult and complex environment.

Despite the current financial climate and challenging times ahead, Age UK Leicester Shire & Rutland is committed to being at the forefront of providing much needed services to local older people and will be guided by a 3-year strategic plan. Part of this strategic direction will necessitate the organisation developing new and innovative projects whilst at the same time reviewing and possibly closing services that are no longer effective or financially viable.

Thank you to all our staff, volunteers, my fellow trustees and our stakeholders for the hard work and commitment they give. With this level of dedication, I remain confident Age UK Leicester Shire & Rutland will be around for many years to come, providing quality services to older people and their carers.

Chris Saul, Chair
Age UK Leicester Shire & Rutland

Care Services

Day Services: Day Centres & Daybreak

Day Centres and Daybreak support older people who are living with long-term health conditions and disabilities to maintain their independence and quality of life. These services also provide a regular break for informal carers. Our Day Centres are located in settings such as our resource centres, village halls, community centres and sheltered housing. They enable older people to remain involved in their local community and provide a range of meaningful and inclusive activities. Daybreak offers a smaller scale alternative to our Day Centres, with up to four older people being supported by Host Carers who use their own home as a venue.

We provided **74**
Day Centre
Sessions per
week

457 older
people used our
Day Care
Services

722 people
attended a Day
Centre

We had **131**
people come to
our lunch clubs

Leicester Ageing Together Projects

Between July 2015 and April 2019, we worked as part of the Big Lottery funded Ageing Together Programme to deliver projects that reduced loneliness and social isolation among older people in targeted areas of Leicester. Our projects worked closely together to provide a range of support. In many cases, older people were also referred to other sources of support within the Leicester Ageing Together programme.

Befriending and Mentoring
Over 3 years, this project
worked directly with **273**
older people to reduce social
isolation

Anything Goes
450 older people benefitted
directly from attending social
groups developed in
Evington, Belgrave & at our
Thorncroft Resource Centre

Befriending

Our befriending services provide older people with regular social contact that helps to prevent social isolation and support wellbeing.

In North West Leicestershire and Rutland we recruit, train and support volunteers to provide regular home visits.

Our telephone befriending service based at Clarence House in Leicester continues to provide people with a regular weekly telephone call.



35 active **Befriending Volunteers** in North West Leicestershire & **33** active **Befriending Volunteers** in Rutland



108 older people currently receive a weekly telephone call from our team of **17 Telephone Befriending Volunteers**

Case Study: Telephone Befriending

Mrs K has been receiving Telephone Befriending calls from our volunteers every week for over ten years. Recently our volunteer expressed her concerns to the project manager about Mrs K's food delivery service. Mrs K has diabetes and needed to receive her meal delivery at specific times to coincide with medication which needed to be spaced across the day in order to be effective. The deliveries were becoming increasingly inconsistent and the timings were not in line with the agreed service. The project manager visited Mrs K and helped put her case to the food delivery service and when no progress was made over the phone, we wrote a letter on her behalf. This alerted the service manager to Mrs K's concerns and they were able to speak with the delivery driver.

Loneliness Prescription Service

Our Loneliness Prescription Project works with GP practices and health professionals to support older people who need help to overcome social isolation and loneliness. It has operated for three years as part of the Leicester Ageing Together programme.

The service offers:



The Loneliness Prescription Project has operated for 3 years as part of the Leicester Ageing Together programme.

In December 2018, we were awarded funding through the National Lottery Community Fund's Reaching Communities Programme that has enabled us to extend the project until July 2021. This funding has also allowed us to expand the project to cover the entire city of Leicester.



To date the project has worked with 605 older people

Men in Sheds

Our Men in Sheds projects in Loughborough and Oakham provide older men with opportunities to keep active and pursue a range of practical interests in a supportive social environment. The projects also provide an opportunity for members to share their skills and work on projects that are of benefit to their local community.

It is intended to launch a weekly Women in Sheds session at the Oakham shed.

Examples of community projects:

- Bug Hotels for Lands' End Clothing Environmental project
- Bat Boxes made for Rutland Root and Branch environmental project
- Planters for Oakham Residents Group
- Outside Libraries for Langham Primary School
- Bean Bag Target game made for a residential care home in Charnwood
- Rocking Horse - donated to Ashmount School for Children with Learning Difficulties The older children have equine therapy and this allows the younger children to join in until they are old enough to take part
- Raised gardening beds for Fearon Hall community centre in Loughborough

Men in Sheds

We delivered **250** sessions in Loughborough & Oakham providing social engagement and activities to **206** men

Women in Sheds

72 women have benefitted from attending shed sessions enabling them to learn new skills and make new friends



Community
Projects

Food with Friendship

The Food with Friendship Project commenced in April 2019. The project provides older men who have taken on caring responsibilities in later life with support to learn cooking skills. The project is also designed to provide respite from caring responsibilities and the opportunity for older men to develop new friendships.

The project is funded by the Bupa Charitable Foundation

It will provide 6 10-week courses in different locations

Older men taking part in the project have been supported to participate in a wide range of food related activities



Case Study:

L attended our FwF sessions after being given a flyer at a Carer's group meeting in Wigston. L has been caring for his wife for several years and although they used to enjoy a wide variety of foods together, more recently he had begun to feel that meal preparation was a chore that he did not enjoy. On his introductory questionnaire he stated, "I do cooking at home as I'm a carer but I look at it as a job, I don't really enjoy doing it." L attended every session and became a very keen participant. Originally stating that he would only put together meals using ready-made ingredients on his final questionnaire he wrote: "Coming has been a godsend to me... Now I've got to enjoy [cooking] more, doing meals myself has taken me away from ready-made meals, [to meals that are] healthier with no additives". At the final session all 8 men agreed to stay in contact and meet on a monthly basis to share a lunchtime meal.

Digital Champions

Our Digital Champions project supports older people to get the most out of digital technology that is becoming increasingly integral to our everyday lives in terms of information, services and leisure. The project is currently funded by a grant from the Masonic Charitable Foundation to deliver sessions across Leicester and Leicestershire in a wide range of community locations. These drop-in sessions are designed to offer older people the one to one support and guidance that can help them to get the most out of technology.



Supported **424**
older people



Held **3,105**
sessions

During 2018 and 2019, the project has been working closely with housing providers in Leicester and Leicestershire to deliver digital inclusion events to older people who are living in various residential settings such as sheltered housing and extra care housing.

West Leicestershire Health and Wellbeing Project

The project finished in May 2019. In its final year, the project successfully developed and delivered a wide range of services and support across Hinckley and Bosworth, Charnwood and North West Leicestershire. Highlights included a series of successful Older Adults Roadshows and Winter Warmth events that enabled a wide range of partner organisations to engage with local older people. The community development approach used by the project ensured that many activities will continue to operate.

This includes:

Forget Me Not Dementia Cafes in
Newbold Verdon & Desford

A new Dementia Singing Group set
up in Ashby De La Zouch

A Social Drop-In at the Tesco store
in Loughborough

Maintenance Cognitive Stimulation Therapy

Public Health England estimates that the number of people living with dementia by 2030 will be around 850,000. The NHS, local authorities and the voluntary sector are working to develop a “*Living Well with Dementia*” strategy that recognises that services and support are required to enable people who have a diagnosis of dementia to lead fulfilling lives and remain involved in their local community. An important element of the strategy involves supporting older people to live well with dementia. In 2019, Age UK Leicester Shire & Rutland introduced a Maintenance Cognitive Stimulation Therapy (MCST) programme in order to provide more support for people who were living with the earlier stages of dementia.

MCST is becoming established as an effective therapeutic activity that can help to treat the symptoms of mild to moderate dementia. Sessions actively stimulate and engage people with dementia through a programme of themed activities delivered in small groups. Each session covers a different topic and is designed to improve the mental abilities and stimulate memory.

Evidence suggests that MCST can be as beneficial as drug treatments for the symptoms of dementia and it is the only non-drug based intervention recommended for dementia by the National Institute of Care Excellence (NICE).

Weekly MCST sessions are currently being delivered in Melton Mowbray, Earl Shilton and Oakham. A new weekly session will launch in Leicester in September 2019.



(Image courtesy of Unforgettable.org)

Information & Advice Services

General Information & Advice

The information offices based in the Age Well Centre at Lansdowne House, Clarence House, Coalville, Loughborough and Hinckley have all been busy with people regularly attending advice sessions, calling in for information or requesting home visits to complete benefit forms.

Our direct telephone helpline service remains very busy with older people contacting us for advice, information and support. In many cases our staff provide the first point of contact for older people and their relatives when they are looking for help in challenging or crisis situations.

During the winter months, staff continued to promote awareness of the importance of keeping warm and outlined sources of help with heating issues. The Information & Advice team have undertaken an extensive programme of exhibitions, talks and outreach appointments with the aim of making older people and professional staff more aware of the services that are available to them.

We have also continued to work closely with partners including the Department for Works and Pensions, Leicestershire County Council, Leicester City Council, Macmillan Cancer Support, University Hospitals of Leicester, Turning Point and District Councils to improve service provision for older people. Some of our projects include:



Macmillan Cancer Support Service

Funded by Macmillan Cancer Support, provides assistance to older people affected by cancer.



Macmillan Volunteer Befriending Service, Rutland

Also funded by Macmillan Cancer Support, the primary aim is to provide specialist volunteering and befriending service for people over the age of 18 affected by cancer.



Independent Care Act Advocacy Service

A team of highly trained advocates providing free person-centred and confidential support to people who have difficulty engaging with the care and support process.



Leicester Advice Service

Two advice workers providing an outreach service throughout designated wards in the City of Leicester.



Deprivation of Liberty Safeguards

Trained and experienced staff providing a Paid Personal Representative Service to people living in residential or nursing care, but lacking mental capacity to consent to care arrangements.



Ambitions for Later Life Service

Funded by Santander, the aim is to provide 1-1 support for older people, who are experiencing a significant life event or coping with a change such as bereavement, sudden illness etc.



Later Life Links Programme

We are an active partner in this project funded by Prudential, the aim of which is to enable us to undertake triage work with individuals and carers who are uncertain about what support they require.

Caring for Carers Service

Four members of staff offer support to:



We provide a range of support through drop-in and outreach sessions, carer breaks, home visits, form filling, training, recreational activities and outings.

Joining Forces Project

Three members of staff and a team of volunteers work on the Joining Forces Project. Funding for this initiative was made available through the Ministry of Defence Aged Veterans Fund. We have held an extensive programme of events, veterans' cafés and lunches as well as providing in-depth support and/or befriending to Veterans born before 1950, living locally.



Last Orders Project

The Last Orders Project is still raising awareness amongst older people of the problems associated with alcohol abuse and other forms of substance misuse. The Last Orders Project is being operated in partnership with Turning Point. A range of presentations, exhibitions and talks have been undertaken to local groups to highlight the possible dangers.

Campaigns

During 2018-2019 we have continued to be involved in several campaigns initiated by Age UK. The Christmas Campaign for winter 2018 was called **"No one should have no one to turn to"** and as well as highlighting the problem of loneliness, it also demonstrated how Age UK helps those who feel they have no one to turn to for advice or support.

We took part in a national campaign with Age UK to prevent the BBC from ending free TV licences for people over 75. The petition resulted in **630,000** signatures presented to Number 10 Downing Street.

Age UK also launched a campaign calling on all pensioners living on a low income, with a partner of working age, to urgently check their eligibility for Pension Credit and Housing Benefit and put in a claim before the Government changed the rules on 15 May 2019. This change means that in the future individuals will not be able to claim pension credit until their partner reaches state pension age.

Home Care & Support Services

Home Care

The Age UK Leicester Shire & Rutland Home Care service provides high quality, responsive care and support to help our clients remain independent in their own homes for longer. We provide help with housekeeping, shopping, meal preparation, companionship, personal care and home-based respite services.



"The service is all I could wish for, my home always appears spotless"

(Mr PJ – client)



"Diana is wonderful to mum, she is irreplaceable! This is a fantastic service"

(JP – on behalf of her mother Mrs G)

Our service is registered with the Care Quality Commission (CQC) and is rated "Good" in all areas. The service can be accessed by health and social care professionals arranging support on a client's behalf or by individuals seeking to arrange their own services.

Respite

We provide community-based respite services under contract with Leicestershire County Council. This service involves providing company for people either at home or on trips out into their local community, whilst allowing their carer some well-earned time for themselves. This service can be accessed via a referral from social services. This service can also be accessed by self-funders wishing to arrange their own support.

Handyman and Gardening

Our Handyman and Gardening service provides professional, skilled and experienced help with home and garden maintenance. Our customers can be reassured that they are receiving a service from trustworthy, vetted staff at a fair and transparent cost.

Personal Assistants

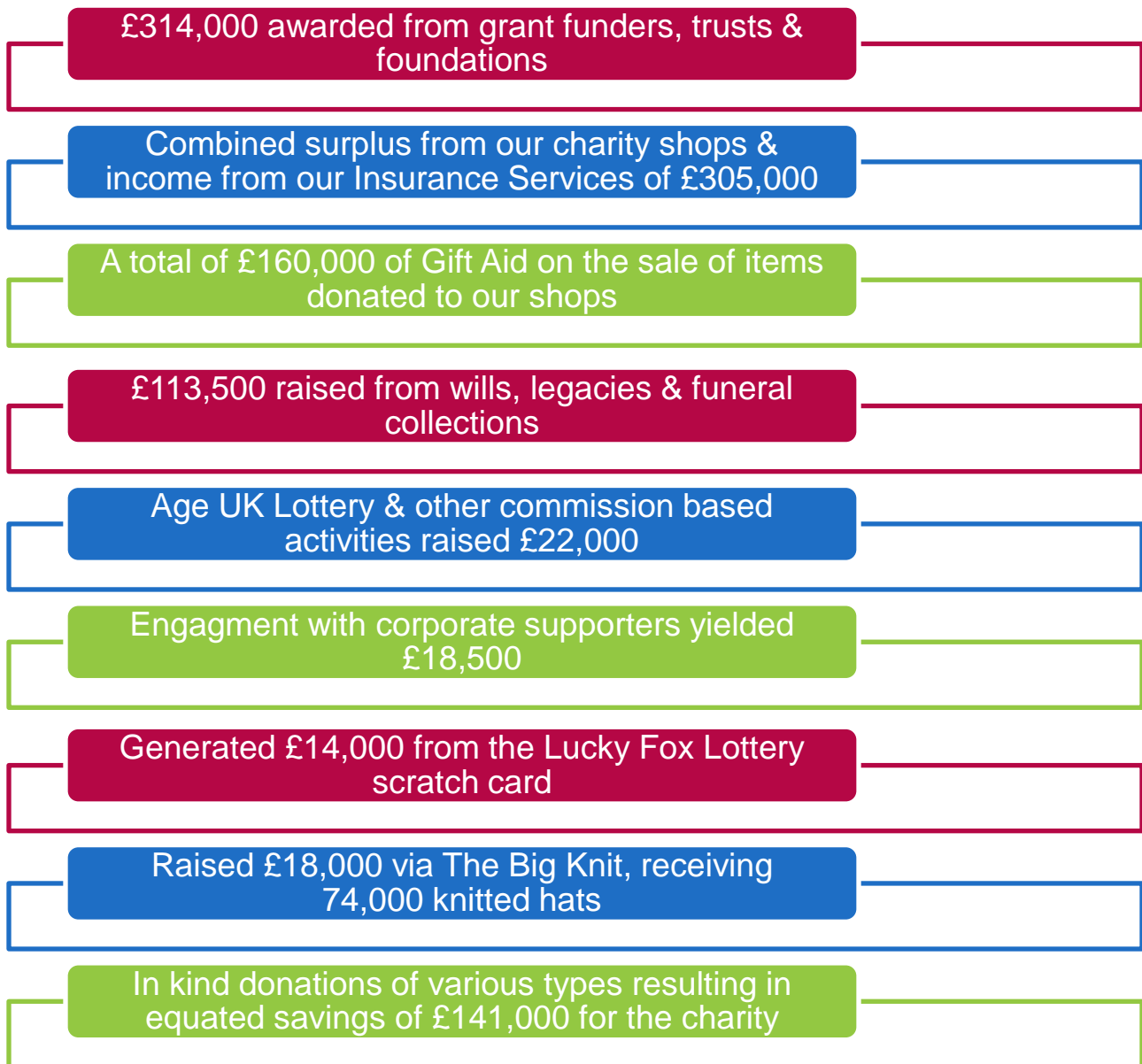
Last year saw the launch of our much-anticipated Personal Assistant service. Our Personal Assistants provide holistic and flexible support including help with domestic cleaning, shopping and trips out, support with managing paperwork and bills, and help with personal care.

Fundraising & Income Generation

The Marketing and Income Generation team continues to support the charity to recruit clients to services and projects, raise awareness of our work across the area and to generate funding to continue and launch projects as well as contributing to the charity's running costs. The team comprises 3 staff and is supported by 22 volunteer hours each week.

The strategy of diversification of income generation streams has continued and we worked to increase unrestricted income alongside generating funding to maintain existing and implement new projects and services at a time when contractual income via local authorities and the NHS is declining.

Funds have been generated over the past year from a broad range of sources:





Fiona Cairns
Fundraising Event



Charity Golf
Tournament



The Big Knit 2019

We are very thankful for the support of our corporate, educational and organisational partners who so kindly help us by sponsoring our work, offering cash and non-cash donations, providing volunteer support and who also help increase awareness of our projects and services.

We would also like to thank the public for their generosity in donating good quality pre-loved items for sale in our shops, for their cash donations and for their hard work and ingenuity in devising and running fundraising initiatives.

Finally, we would like to thank our staff and volunteers who, in so many ways, underpin our fundraising work over and above their day jobs.



Earl Shilton WI
Fundraising Walk



Network EngAGE

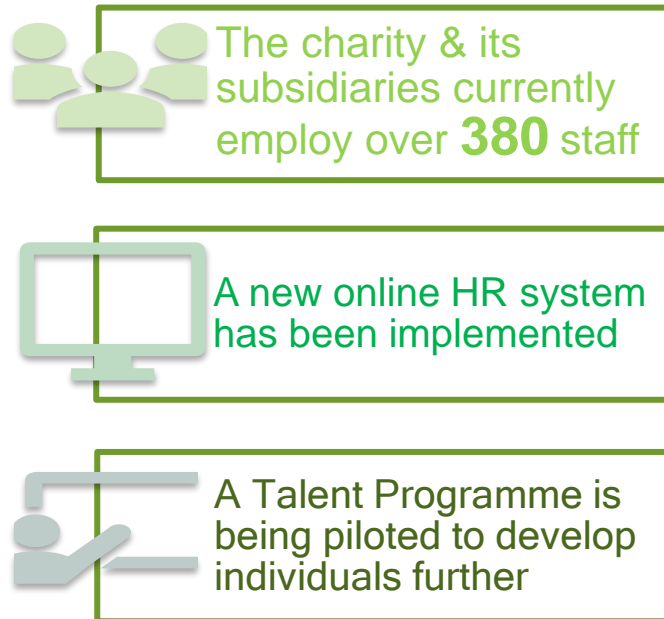


Supermarket
Fundraising

Staff, Learning & Development & Volunteers

Staff

Age UK Leicester Shire & Rutland currently employs over 380 staff. To maximise efficiency and save costs, a new HR system has been implemented with the next phase being to introduce Manager and Employee Self Service. This will enable the employee to book annual leave online as well as training courses and to keep up to date with any policy changes. There will also be benefits to managers in terms of a reduction in paperwork and the time it has previously taken to carry out these tasks. Payslips will also be accessed online which will reduce postal costs significantly.



As part of our five-year plan, a Talent Programme is currently being piloted to further develop individuals in the organisation who demonstrate a high level of performance or have the potential. This has been well received and will conclude at the beginning of 2020.

Recruitment is now predominantly being advertised via social media which is proving to be cost effective as well as raising the profile of the charity.

Learning & Development

During 2018/19 we provided many learning opportunities to help our staff develop, contributing to the safety and wellbeing of themselves and our service users.

Our Essential Skills Training Matrix ensures that staff are trained and updated to meet Care Quality Commission (CQC), Legislative and Local Authority Standards. Our blended approach to learning has enabled staff to learn either through distance learning, e-learning or classroom-based courses.

We delivered 79 classroom courses to aid our compliance for our essential skills training which included: Health & Safety, Safeguarding, Equality & Diversity, Moving & Handling People, Hoisting People, Emergency First Aid, Basic Food Hygiene, Medication & Dementia Awareness courses.

Our Induction Programme has welcomed 65 new starters to the organisation. To enhance skills, staff also attended a variety of role-specific courses including: Befriending, Safeguarding for Managers, General Data Protection Regulations, Care Certificate, IT Skills, Leadership & Absence/Performance Management.

Home Care - 8 staff have successfully achieved a nationally recognised Level 2 Qualification in Health and Social Care. Our staff have access to 28 different e-learning courses with 275 course completions.



A Mental Health First Aid course was held which resulted in several staff members becoming Mental Health First Aiders to support and direct staff if required. Many of the courses are designed to develop staff within their roles, examples include: Advocacy, Alcohol and Drug Awareness, Assertiveness and Managing Bereavement. Catheter care and a Parkinson's awareness session were provided to meet specific staff needs.

We have undertaken a series of welfare benefits and universal credit system courses to enhance the knowledge of our Information & Advice team. We have commenced our first Talent Management Programme, which aims to develop individuals in the organisation who demonstrate a high level of performance within their work areas.

We recruited an apprentice in our Seasons Restaurant and have worked closely with our local college supporting the individual's learning requirements. We rolled out a moving and handling programme to our volunteers, supporting those who need assistance with moving. Our volunteers also have access to many of our programmes and we will continue in 2019/2020 to provide more access and opportunity.

Volunteers

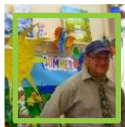
Age UK Leicester Shire & Rutland currently has 885 active volunteers who are from all walks of life and support our various services in promoting the wellbeing of older people and making their life more fulfilling and enjoyable. Volunteers provide their time and commitment in our charity shops, Day Care Centres, Befriending Services and other various projects.



885 active
volunteers

A Volunteer Newsletter is distributed to all our volunteers on a quarterly basis to keep them in the loop about the charity's activities. We also reward our volunteers during Volunteers' Week by presenting appreciation and long service certificates to celebrate the hard work they provide towards our services.

Many of our volunteers have taken advantage of the e-learning courses that are offered, to help develop their skills and knowledge so that they can confidently carry out their role. Without the help of our volunteers, we would not be able to offer or run our services effectively and cannot thank them enough for their efforts.



Trading & Retail

Trading

Age UK Leicestershire & Rutland's Insurance Services continues to engage in a number of trading activities including home and car insurance, funeral plans, weekly lottery and personal alarms. Last year the company Gift Aided profits of nearly £69,000 to the charity.

Retail

Despite fierce competition, our portfolio of 24 charity shops continued to perform well throughout 2018-2019, raising money that Age UK Leicester Shire & Rutland puts back into service provision. Shop turnover for the last year was £2,297,245 producing a profit of £253,987.

The charity also generated a £140,000 contribution through the Retail Gift Aid scheme. Whilst Age UK Leicester Shire & Rutland's charity shops raised much needed money to support essential services, they also act as a valuable information point for older people and their carers.

Shop windows are leveraged to publicise promotional activity, campaigns and local events, giving us direct communication to local people on many high streets.

We are very grateful to the general public for kindly donating goods to our shops and as long as the charity continues to receive good quality donations, profits from our shops will continue to underpin essential services for older people.

Locations of our charity shops:



Book shops in Queens Road, (Leicester); Loughborough; Market Harborough & Oadby



Clothes shops in Ashby de la Zouch; Beaumont Leys; Blaby; Clarence House (Leicester); Earl Shilton; Hinckley; Hotel Street (Leicester); Loughborough; Lutterworth; Market Harborough; Melton Mowbray; Oadby; Shepshed; Syston; Uppingham & Wigston



Coffee bars in Melton Mowbray and Uppingham



Home Ware & Furniture in Beaumont Leys; Birstall; Blaby; Hinckley; Loughborough; Lutterworth; Oadby & our warehouse at Gladstone Street, Leicester

How we provided support in 2018-2019

Carried out
2,067 hours of
gardening support

Delivered **3** sessions
per week of
Maintenance Cognitive
Stimulation Therapy to
24 people

Delivered **53,157**
hours of Home Care

Ran our 1st **Food with Friendship**
10-week course for **10** older men

Provided **289** meals
for approximately **24**
people every month at
our Gloucester House
Resource centre

Our Information & Advice
Team handled
17,889 enquiries

Helped **8,247**
people with
benefits & other
money queries

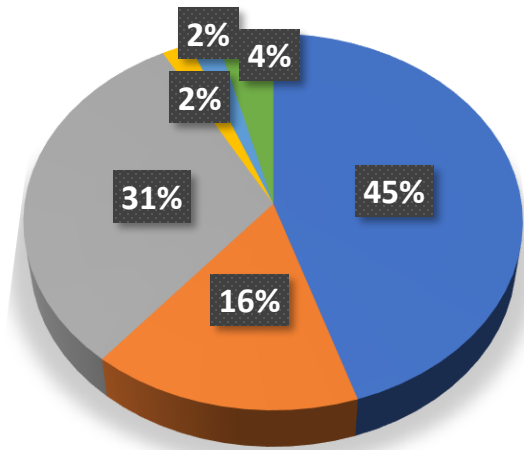
Provided **2,065**
hours of
handyman work

£2,560,509
raised in confirmed
benefit entitlement for
older people living in
Leicester, Leicestershire
& Rutland

The **Joining Forces**
Project supported
1,239 Veterans &
527 Family
members/carers

We raised
£60-80 per week
for individuals in
benefits

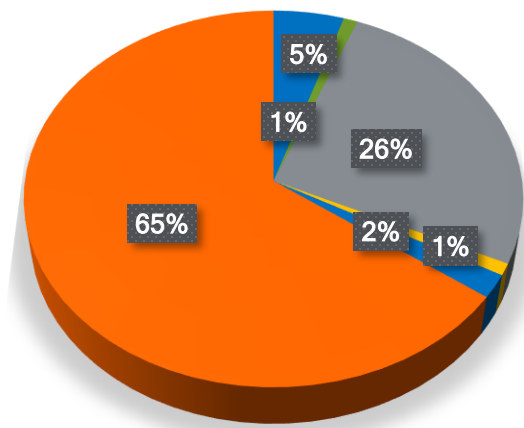
Finance



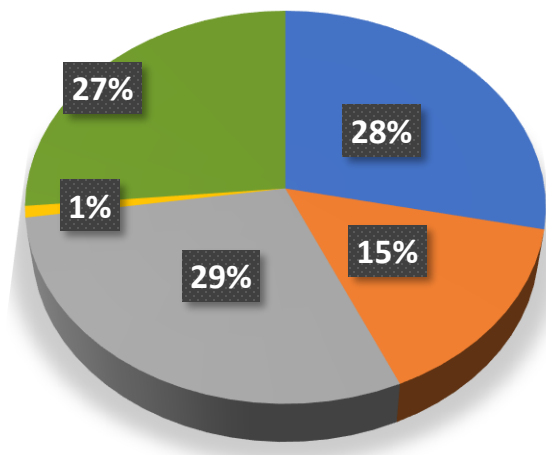
Sources of Income

- Operations £3,361,035
- Donations/Legacies/Gifts £1,222,565
- Shops £2,297,245
- Investment £162,734
- Insurance £164,785
- Other £269,251
- Total Incoming Resources £7,477,615**

Application of Incoming Resources



- Donations, legacies & gifts £376,132
- Training £48,088
- Shops £2,043,256
- Insurance £90,343
- Other Income Generation £146,188
- Fieldwork Operations £4,983,796
- Reduction in Retained Funds (£219,993)
- Total Resources Expended £7,697,608**



Fieldwork Operations

- Provision of Day Care £1,503,013
- Information & Advice Services £792,281
- Services provided in Clients Homes £1,246,289
- Visiting & Community Mental Health Volunteer Services £29,316
- Other Community Care Services £1,412,897
- Direct Charitable Expenditure £4,983,796

GROUP BALANCE SHEET**AS AT 31 MARCH 2019**

	2019		2018	
	£	£	£	£
Fixed assets				
Tangible fixed assets		5,868,975		6,447,240
Investments		2,074,005		2,102,655
		<u>7,942,980</u>		<u>8,549,895</u>
Current assets				
Stock	10,213		10,213	
Debtors and asset held for sale	1,080,592		672,141	
Cash, bank and deposits	<u>261,725</u>		<u>191,969</u>	
	1,352,530		874,323	
Creditors: amounts due within one year	<u>826,466</u>		<u>593,078</u>	
Net current assets		<u>526,064</u>		<u>281,245</u>
Total assets less current liabilities		8,469,044		8,831,140
Creditors: amounts falling due in more than one year		<u>608,972</u>		<u>751,075</u>
		<u>7,860,072</u>		<u>8,080,065</u>
Funds*				
Unrestricted	General	1,216,695		1,509,233
	Designated	<u>4,412,769</u>		<u>4,075,008</u>
		5,629,464		5,584,241
Restricted		1,441,096		1,699,324
Revaluation Reserve		<u>789,512</u>		<u>796,500</u>
		<u>7,860,072</u>		<u>8,080,065</u>

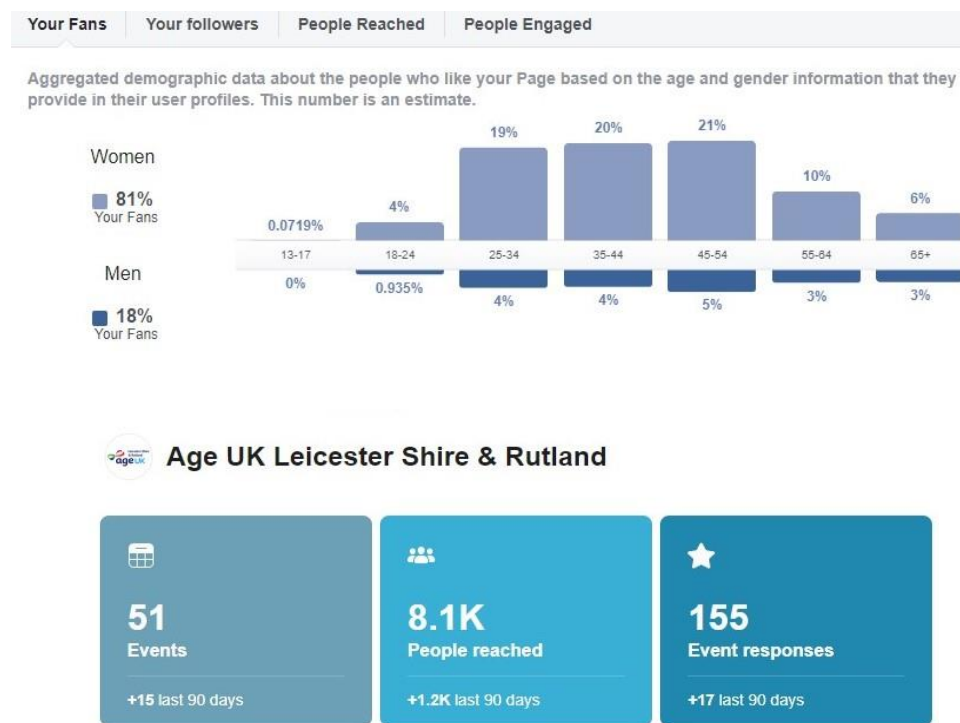
Board of Trustees statement: The annual report of the Board of Trustees (incorporating the strategic report), summarised accounts and supplementary material presented are only a part of the full annual report and financial statements of Age UK Leicester Shire & Rutland Limited. Should the reader wish to see the full annual report and financial statements copies may be obtained from Lansdowne House, 113 Princess Road East, Leicester LE1 7LA. The auditor issued an unqualified report on the full annual financial statements and their statement under Section 496 of the Companies Act 2006 on the consistency of the Board of the Trustees Report (incorporating the strategic report) with the financial statements was also unqualified.

Social Media

Age UK Leicester Shire & Rutland has social media accounts on Facebook, Twitter and Instagram which we are using to promote our services and raise awareness about the charity in the wider community. We have increased our presence on social media over the past year, recognising this form of communication is used far more widely today than print media.

We have several staff across the charity who have volunteered to be "Social Media Champions" to help raise awareness and promote our services to local communities. Using this modern way to communicate also has other benefits. For example, there are long-term cost savings involved, so more of the money we raise goes to those we provide valuable services to and it's more environmentally friendly than wasting large amounts of paper and ink.

Some statistics from our social media pages:



We have used social media to promote our services, raise awareness, advertise fundraising events and post employment opportunities, all of which have proven to be successful. We also have a YouTube channel which we use to show videos and media coverage of our projects and services.





Age UK Leicester Shire & Rutland
Registered Charity No. 1146649