

Annual Review

Year ending 31st March 2021

Giving Local Older People A Voice



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Welcome to our 2021 Annual Review and what a year it has been. Nobody could have envisaged the challenges the last 12 months would bring.

COVID19 has decimated the corporate and charitable sectors. For many, survival is now the name of the game.

Like so many other organisations, Age UK Leicester Shire & Rutland has found the period of pandemic very difficult. COVID restrictions and ongoing lockdowns have meant that for much of the whole of last year, many of our services were not operational. The financial impact of this, along with the closure of our 23 charity shops, resulted in a serious loss of income leading to difficult decisions in order to create the efficiencies required to continue providing support to those most affected by COVID and to ensure the charity's long-term future.

Having made those difficult decisions and efficiency savings, we applied ourselves to putting structures in place that would support the neediest. These included:

- Launching a 7-day-a-week COVID helpline.
- Extending our befriending services to cover all of the city and county.
- Setting up a food bank operation thereby enabling us to provide food

and other essentials to those who could not afford them.

- Adhering to Government guidelines, setting up a transport service for people needing to attend GP and other essential appointments.

At the same time, and to strengthen our financial position, a small number of staff were tasked with applying for COVID related grants and making fundraising approaches to national and local corporates and high-wealth individuals. Pleasingly, they achieved amazing results.

Others were allocated time to look at developing new commercial and care service provision, and importantly were successful in their endeavours. Here are some of those achievements:

- Dementia Support Service
- The Gypsum Close Reuse Shop
- Raised all money required to build the new Information Hub

The charity's success in the past has been based on teamwork and I am pleased that once again, the team which is made up of our Board of Trustees, staff, volunteers, and service users, has risen to the many complex challenges faced by Age UK Leicester Shire & Rutland.

I thank all of them for their efforts and remain confident that despite the ongoing pressures brought about by COVID, we will continue to grow our income streams and move into new and more exciting services for local older people and their carers.

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

Chair's Introduction



Thankfully, and at long last, we are beginning to see light at the end of the tunnel but what a difficult year it has been for the care sector which, because of COVID19, has faced unprecedented challenges.

Age UK Leicester Shire & Rutland has been no exception. The pandemic has impacted every single aspect of our work, resulting in the temporary and, in some cases, permanent closure of a number of much valued services.

Fortunately, I have good news. Despite a massive reduction in the charity's income, and other pressures brought about by COVID19, the charity committed at a very early stage to offering ongoing support and assistance to those most effected by the pandemic.

Financial resources were, and will continue to be, invested into areas of activity and service that have a positive impact on people's lives.

The charity has been helped to do this thanks to the generous financial support of our local authorities, local businesses, charitable trusts, and individuals.

It is when an organisation is faced with these kinds of challenges that you really see its quality. I cannot thank our staff and volunteers enough for the dedication they have shown in serving and supporting, often at personal risk to themselves, those who are most vulnerable.

We are now in recovery mode, working hard to reinstate much valued and essential services whilst at the same time looking to the future and the charity's ongoing sustainability. The world we now find ourselves in is very different to the one we left behind pre-COVID, and it will continue to evolve. There is no going back.

Age UK Leicester Shire & Rutland and all those involved with the charity need to be confident and brave enough to embrace and respond to the changes this new world and future generations of older people will demand.

For many people during this period of pandemic, we have been the "go-to" organisation. Long may this continue.

Graham Smith, Chair
Age UK Leicester Shire & Rutland

About the Charity

Age UK Leicester Shire & Rutland is the largest local Age UK Brand Partner in England and has been providing support for 70 years. The organisation offers a wide range of services that are designed to enable older people and their carers to live as independently as possible and enjoy a good quality of life.

Our Work

Our organisation is committed to the welfare of older people, ensuring they maintain their dignity and recognise their value as individuals.

We believe that dignity, privacy, and independence can be preserved by providing opportunities for older people to develop new skills and knowledge, form and continue friendships and to have their views listened to, accepted, and made known.

Our main aim is to develop sufficient and relevant services that reflect the needs and wishes of older people living in the city and county parts of Leicestershire & Rutland.

We also support all older people to retain their independence by developing person-centred services that reflect their needs. Our key strengths are responding to people's needs from the time they retire through to the latter stages of their life and providing trusted, high-quality services, enabling people to move through the different phases of older age with support and dignity.



The Future

With the impact of COVID19 there is a need to ensure financial viability and sustainability. This will inevitably result in service redesign; new and more innovative services being developed and possibly the closure of some long-established services.

Care Services

Our day care groups support people with a wide range of needs, including physical disability, reduced mobility, mental health needs and learning disabilities

Day care groups support older people to maintain their independence and quality of life and provide a regular break for informal carers.

Day care services are funded by local authorities and Clinical Commissioning Groups on behalf of individuals who have been assessed as needing additional support. We also offer people the option of funding their own care.

Our day care groups are located in community settings such as our resource centres, village halls, community centres and sheltered housing.

Our staff and volunteers work with clients to ensure that their care and support needs are met and to provide them with a range of meaningful and inclusive activities.

During the lockdowns, our day centres were unable to operate as group activities. In order to continue offering support, we developed a replacement service called 'Keeping in Touch' that enabled us to offer an activity booklet and regular telephone support.

18,279 welfare/befriending calls were made between March 2020 and April 2021 to day care service users through the replacement Keeping in Touch service.

361 older people used our Day Care Services as of March 2021

Befriending & Mentoring

During the pandemic, face-to-face volunteering support was suspended, and remote telephone services were established.

Our face-to-face befriending services were adapted to enable volunteers to make the calls from their own homes. Referrals were received from a variety of sources, including the Age UK Leicester Shire & Rutland Covid Emergency Helpline, Adult Social Care, Health Professionals and via family members and direct from older people.



174 Befriending Volunteers were providing regular contact with isolated older people across Leicester, Leicestershire & Rutland



1300 older people received a regular befriending call from our

Loneliness Prescription Service

Our Loneliness Prescription project works with G.P. practices and health professionals to identify older people who need support to overcome social isolation and loneliness.

The project works closely with care navigators and Social Prescribing Link Workers and provides a person-centred approach to assist and empower people to overcome barriers that prevent them from accessing support, which would enable them to enjoy a better quality of life in their local community.

The service offers:



Since the start of the project, we have supported **1123** older people

During this period:

- The service received 198 referrals
- 534 referrals were made that enabled people to access a wide range of additional support
- The service provided 315 older people with telephone befriending
- An additional 333 referrals were received through other referral pathways during the lockdowns
- 116 new volunteers were recruited to help manage the increase in demand for phone support.

Think Digital Project

We participated in the Think Digital Project as a local delivery partner. The project was a national digital inclusion program overseen by Age UK and funded by Santander. The first phase of the programme ran from March to November 2020 and was extended into a second phase that run from December 2020 to May 2021.

During the national lockdowns, the programme worked with older people to help them get on-line and connect to other people and sources of support and information during a very challenging time when many people were feeling isolated.

Whilst the original aim of the programme had been to provide support through face-to-face drop in events, the delivery model was adapted so support could be provided remotely.

Whilst this adapted model proved to be challenging, it enabled the project to deliver support at a time when it was more important than ever for people to get on-line.

The project was also one of the main mechanisms for delivering our Tablet Loan Scheme that enabled older people to try using digital technology free of charge.



Project monitoring shows that:

- Over 65% of Think Digital clients were aged 65-84
- 22% of clients were aged 50-64
- The programme predominantly supported female clients, who made up 62% of all clients
- 61% of clients lived alone
- 59% of clients had some disability or were housebound
- 54% of clients had one or more long term health condition.

Tablet Loan Scheme

In October 2020, we launched a Tablet Loan Scheme. The project was funded via a grant from the National Lottery Community Fund. This funding enabled us to purchase 40 computer tablets and Sim cards for loan to older people who were interested in trying out digital technology but were unsure about committing to purchasing a device.


The scheme provided people with a 12-week loan and an instruction manual. Many people who used the scheme were provided with support by our Digital Champion volunteers.

The 40 tablets were distributed through our Think Digital Project and our befriending schemes. By the end of March 2021, the project had completed over 60 loans to older people. The Tablet Loan Scheme proved to be a lifeline for many older people and informal carers during lockdown.

57% of people who used the project went on to either purchase the tablet that they had been loaned or returned the tablet and purchased one of their own.



Loaned **60** Tablets to local older people by the end of March 2021.



57% of people who were loaned a tablet, went on to purchase their own.

Leicestershire Equalities Challenge Group (LECG)

This year marked the final year of the contractual agreement with Leicestershire County Council. Age UK Leicester Shire & Rutland continued to support the Leicestershire Equalities Challenge Group (LECG).

The LECG is an independent partnership of organisations and individuals across Leicestershire. Its purpose is to support Leicestershire County Council to:

- Comply with its Public Sector Equality Duty.
- Provide challenge to council plans and proposals for service reviews, budgeting, and consultation programmes.

During 2020, members of the LECG continued to meet remotely.

Rutland Community Wellbeing Service

During this year, our Development Workers in Rutland continued to receive a steady stream of referrals. This included support for older people who are socially isolated, older people who are living with dementia and informal carers who are supporting a person living with dementia.

During the lockdowns, services were adapted to offer remote support including:

- Moving from face-to-face befriending to telephone befriending
- Providing a range of virtual activities, including coffee mornings, memory cafes and Cognitive Stimulation Therapy sessions for people living with dementia.

Our services in Rutland supported 186 older people and 63 informal carers. 96 volunteers helped us to deliver support.



Warm Homes Fund Project

The Leicestershire Warm Homes Fund Project commenced at the beginning of 2020. The project involves working in partnership with Leicestershire County Council and E.ON to deliver a range of help that supports people to heat their homes affordably. Age UK Leicester Shire & Rutland's primary role in the project is to provide energy advice and access to free and confidential information and advice. The project also provides advice with tariff switching that may result in lower energy bills.

- Number of referrals received: 244
- Savings derived for householders from tariff switching: £2115
- Benefits and grants delivered to households: £47194

General Information & Advice

The Information and Advice Department continued to provide help and support during the Covid-19 pandemic, with staff dealing with enquiries relating to welfare benefits, social care, housing, residential care, health, transport, and the range of services provided by the organisation. The Department dealt with 17,898 enquiries and raised £914,290 in confirmed benefit entitlement for older people living locally, although at the end of the financial year a substantial number of outstanding claims were awaiting decisions by the Department of Work and Pensions. Members of staff continued to provide advice and undertake benefit checks, through our involvement with the First Contact Plus Scheme, managed by Leicestershire County Council.

Due to Covid -19 restrictions nearly all home visits were suspended and both members of staff and a small team of volunteers completed forms, such as Attendance Allowance, Carers Allowance, Blue Badge, Council Tax, Pension Credit and Charity Link applications over the telephone.

We did however manage to launch the new Leicestershire Warm Homes Fund Project, which involved us working in partnership with colleagues from the First Contact Plus Service at Leicestershire County Council and E.ON to maximise income levels and reduce fuel poverty.

Over the winter months staff helped to raise awareness of both the importance of keeping warm and the need to maximise income levels. This work was facilitated through funding received through the Age UK E.ON Benefit Take-up Programme. This funding stream enabled us to undertake benefit checks and complete claim forms for Attendance Allowance, Personal Independence Payment, Pension Credit, and the Warm Homes Discount Scheme.

Our direct telephone helpline service remained open every weekday, between 9.00am – 1.00pm, which allowed for more time to be allocated to completing casework and benefit checks in the afternoons. The helpline acted very much as the first point of contact for older people and their relatives, when they were looking for help in crisis or distressing situations.

In March 2020 we established a dedicated Coronavirus Helpline, which provided advice and support on how to cope with any aspect of Covid-19, including accessing shopping and loneliness. This emergency service was available seven days a week, with clients and staff from other statutory and voluntary agencies contacting us regarding accessing adult social care, bereavement services, care homes, hospital discharges, emergency food parcels, collecting prescriptions, heating, befriending and mental health issues.

All too often clients and carers presented with a range of complex issues, as their individual circumstances had deteriorated during the Covid-19 restrictions, through a mixture of poor health, financial pressures and having no support network in place. Most calls were from individuals, who were extremely distressed or anxious, as they were isolated from relatives and friends, although sadly many reported that they did not have any family members. Over the year it became evident that an increasing number of older people and their carers had experienced mental health issues, bereavement, and financial difficulties because of the pandemic.

We are extremely grateful to the local companies, organisations, and individuals, who supported our work throughout the year and generously donated both food and their time to deliver emergency food parcels for us.

The Department continued to work closely with partners, including the Department for Works and Pensions, Leicestershire County Council, Leicester City Council, Rutland County Council, Macmillan Cancer Support, University Hospitals of Leicester, Turning Point, and local district councils to improve services for older people.

Age UK NHS England Voluntary Sector Surge Support Programme

During the year Age UK nationally, was commissioned by NHS England to mobilise a response service to the Covid-19 pandemic. Age UK Leicester Shire & Rutland was asked to be part of this programme, which ran until spring 2021.

The programme offered a response service to the Covid-19 pandemic and winter pressures, by providing additional capacity to support safe and effective discharge and put measures in place to avoid hospital admissions. There were three main aims:

- Admission avoidance and supporting individuals to recover at home.
- Rapid discharge and transport support and services.
- Supporting acceleration of NHS recovery plans.

The programme involved us providing support with shopping, collecting prescriptions, delivering food parcels, preparation of meals, home care, befriending, transport, aids, and adaptations, help to undertake online or telephone hospital/G/P. appointments and calls to check the client was safe, warm, well and comfortable, thereby avoiding admission to hospital or re-admissions.

Joining Forces Project

Members of staff continued to support veterans, who were born before 1950. The Joining Forces Project provides tailored one to one support and previously offered an extensive range of activities including regular veterans' cafes, outings, and attendance at military events. Although all our face-to-face activities were suspended during the pandemic, we quickly adopted a programme of making regular telephone welfare calls, facilitating weekly Zoom sessions, and distributing a monthly newsletter. Weekly seated yoga sessions, via Zoom, were held to encourage our veterans to start moving about and visualise what it was going to be like stepping out into the world again following the end of restrictions. Food parcels have been delivered, along with shopping, prescriptions and other essential tasks undertaken.

Our original project was due to end in mid-June 2020, but luckily, we received additional and much needed funding from the Armed Forces Covenant Fund Trust to provide additional support to Veterans during the Covid-19 crisis.





Independent
Care Act
Advocacy
Service

The Independent Care Act Advocacy Service for Leicestershire County Council, Rutland County Council and Leicester City Council continued to provide free independent advocacy support to individuals, living in these areas, who have substantial difficulties in engaging with care and support processes and have no appropriate person to support them. Our team of experienced and highly skilled advocates received referrals from the 3 authorities in line with requirements of the Care Act 2014 and undertook a wide range of virtual and face-to-face appointments.



Leicester Carers
Support Service

The overarching aim of the Leicester Carers Support Service is to provide support to all carers over the age of 18, in the City of Leicester. Our Carers Hub at Clarence House, provides information and advice to carers, including specialist welfare rights support. The team of Carers Support Workers have established a programme of activities, social events and carer learning events, although due to lockdown restrictions most of these have been facilitated through Zoom sessions. Due to the Covid-19 crisis and lockdown we delivered a very different, but what we believe was an invaluable service to carers living in the City of Leicester. Throughout the year we have been offering our carers a weekly or bi-weekly telephone call. We have also been available, at the end of a telephone, for any difficulties they were experiencing or if a carer just needed to talk to us.



Later Life Goals
Programme

Work has been undertaken on the Later Life Goals Programme, funded by the Masonic Charitable Foundation. This innovative programme enables us to support older people, generally over the State Pension age, who are going through major transitions in their lives, such as bereavement, diagnosis of a serious health condition or becoming a carer. We provide in-depth, holistic advice to each client, supporting them through the life event and working with them to identify other goals they want to achieve to improve their life.



Macmillan
Volunteer
Befriending
Service Rutland

For the past few years, we had been offering a Volunteer Befriending Service in Rutland, funded by Macmillan Cancer Support. The aim of the project was to provide a specialist volunteering and befriending service for people over the age of 18, living in Rutland who had been affected by cancer. Sadly, the time limited funding for this extremely popular and much needed service ended in June 2020.



Last Orders
Project

The Last Orders Project aims to raise awareness amongst older people of the problems associated with alcohol and other forms of substance misuse. The Last Orders Project is run in partnership with Turning Point. Prior to Covid-19 an extensive range of presentations, exhibitions and talks had been undertaken to local community groups, to highlight the possible danger of substance misuse. Since March 2020 two members of staff have provided much needed and welcome telephone conversations and welfare calls to clients, who have been facing loneliness, financial difficulties, declining physical and mental health, and the disappearance of local support networks. Deliveries of emergency food supplies, heaters, books, and shopping have also been arranged.



Deprivation of
Liberty
Safeguards

Our trained and highly experienced member of staff has continued to undertake work to provide a Paid Personal Representative Service to clients, who are living in residential or nursing care, but lack the mental capacity to consent to the arrangements associated with their care. This work is undertaken on behalf of Leicestershire County Council and Leicester City Council. Over the past year the service has mainly been provided through video and telephone conference calls, but more face-to-face visits to the care homes are now taking place.

Campaigns

Throughout the year we have continued to be involved in several campaigns instigated by Age UK, although understandably the Campaigns and Influencing Teams have been concentrating on the Covid -19 crisis. As part of this work Age UK were looking at the impact of the lockdown on older people, how restrictions could be relaxed, access to money and cash, shopping, social care provision and the situation in care homes.

Age UK Leicester Shire & Rutland supported the campaign to prevent the BBC from ending free television licences for people over the age of seventy-five, as we believe that it is the most vulnerable in our society, who will suffer most because of the change. Staff also worked to raise awareness of entitlement to Pension Credit, as this is now a qualifying criterion for free television licences.

The Campaigns Team at Age UK have been extremely concerned that the promised reforms to Social Care provision were delayed and believe that if the problem is not addressed and a new national care system introduced, more older people will go without care. The “Make Care Fair Campaign”, called on the Government to set out a plan to improve social care provision. The campaign highlighted that 1.5 million older people were struggling to manage without any support from Adult Social Care.

In November 2020 Age UK launched the “Now More Than Ever, No One Should Have No One” campaign, which highlighted the issue of loneliness amongst older people and how this has been exacerbated by the coronavirus pandemic.



Home Care & Support Services

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.

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.

The service has been significantly impacted by the Covid-19 pandemic, with non-essential services cancelled during the first national lockdown and many older people entering prolonged periods of shielding. Despite risks to their own safety, our frontline staff alongside others in the social care sector, worked tirelessly to ensure older people received the vital care and support to keep them living safely in their own homes.

As restrictions ease, there is increased demand for social care services, with many older people suffering both the mental and physical consequences of long periods of isolation. However, despite the added praise and recognition of the social care sector during the early days of the pandemic, many providers including Age UK Leicester Shire & Rutland are experiencing significant workforce issues, with on-going staff shortages and difficulties in recruitment. Nevertheless, we are fully committed to growing and developing the service, and to adapting to meet the needs of an older population emerging from a very difficult period of lockdown.



“My carer was the nicest, most professional person and did everything to an extremely high standard. I was more than happy with her.”

“I admire the way they respond to any task, and I feel I have gained new friends.”

Respite

We have almost 20 years’ experience of providing community-based respite services. 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.

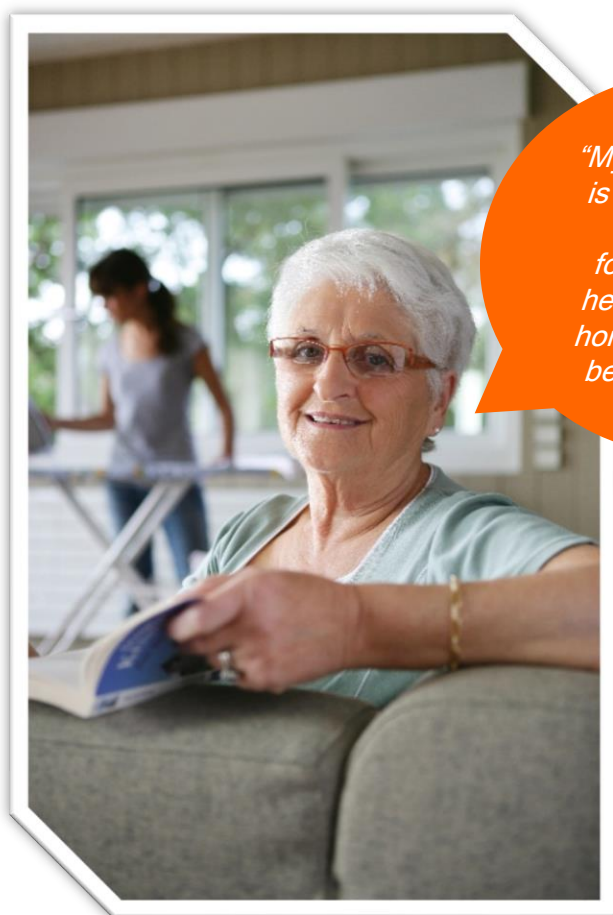
Handyman and Gardening

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. We offer a “no job too small” approach to home repairs and maintenance providing help with odd jobs such as fitting handrails and grab rails, putting up shelving and curtain rails, and fitting smoke alarms. We also carry out larger jobs such as decorating and exterior work for which we offer a free, no-obligation quote.

Our team of gardeners provide help with general garden maintenance including grass cutting, trimming hedges, pruning, weeding, and tidying flower beds.

Personal Assistants

From domestic cleaning and household management to shopping and trips out, our Personal Assistants provide a complete home support service to customers across Leicester, Leicestershire & Rutland. Our trained staff have the right skills, personal qualities and the time and ability to be flexible so our clients can decide what the priorities are, what they'd like to do, and how their time is spent.



“My home care lady is a bright, friendly person. I look forward to seeing her. She leaves my home and me all the better for her visit.”

Footcare

Age UK Leicester Shire & Rutland provides a basic footcare service to help older people with nail cutting. This service has proved to be a much needed and welcome addition to our range of services and will support older people to maintain a good quality of life and reduce the need for more intensive podiatry services. During the year, we introduced home visits for our Footcare Service following Government guidelines.

Fundraising & Income Generation

Income Generation and Marketing supports the charity by raising awareness of its provision and raising funds so that we attract beneficiaries to relevant services and projects. Our marketing activities focus on cost-efficient but effective channels to engage with those who may need our support, their friends and family as well as appealing to the wider community to encourage their support through visiting our shops, donating shop stock, volunteering, and fundraising for us.

Whilst we planned a very full programme of fundraising activities for the financial year ending March 2021, the majority had to be cancelled because of Covid 19, including our annual charity golf tournament, the innovative Naan for a Nan fundraiser, our very successful afternoon teas, and our hosting of an event for the Leicester Comedy Festival.

Fortunately, and prior to Covid 19, we had already made the decision to give great focus to bringing in unrestricted core cost funding.

Our fundraising team was tasked with giving more time to promoting legacies, securing sponsorship from corporate businesses and event-based fundraising.

As soon as we moved into lockdown, our focus was very much on bringing into the charity Covid related grants, particularly those made available by local authorities, the Lottery, and local and national charitable trusts.



Despite all the challenges encountered during 2020-2021, our fundraising team did exceptionally well to generate the following income for the charity:

- Trust, foundation, and grant awards of £589,651
- The balance of the monies needed to complete the building of our new information and advice hub
- £40,397 in legacy income
- £2,100 from fundraising appeals
- £32,531 from the sale of lottery/scratch cards
- £29,200 from corporate fundraising
- £8,000 from fundraising events
- £4,400 as a result of promoting the business directory



The Big Knit



Boden Staff Fundraiser



Shinebright Big Bag Challenge

We are indebted to all our supporters for their commitment, enthusiasm, and hands-on help during what has been a very difficult year for everyone.

We would also like to thank our staff and volunteers across the organisation who contribute to our fundraising activities in order we can better serve the needs of local older people.



Ford & Slater Christmas Donations



Age UK Leicester Shire & Rutland Staff Fundraising



Charity Bike Ride to Skegness

Staff

The charity and its subsidiaries currently employ over 324 staff.

The past 12 months were difficult for all staff across the charity. Over two thirds of the workforce was furloughed and were only on 80% of their salary, with the other half having to suddenly work from home – a way of working that most were not familiar with. Staff were isolated from their team members, whilst our front-line staff still went out and delivered care to clients. Throughout the pandemic we were grateful to all the staff employed by the charity as it has been a very difficult time for all.

As restrictions eased and staff started to return to work, we continued to remind staff we have Mental Health First Aiders across the organisation and that there was always someone to talk to if staff felt worried or anxious about returning to work.

During this period, we sadly lost 26 staff due to redundancies but gained 14 staff through TUPE. Recruitment was slow during this time, but we have now seen an influx of applicants wanting to work for the charity and the Kickstart scheme is also looking very promising.



Learning & Development

With the presence of Covid-19, face-to-face training was not possible from March 2020 onwards, so the ability to access on-line training proved to be invaluable. With nearly two thirds of the workforce furloughed, staff were still able to access on-line training which was encouraged and monitored by their managers. Staff also took advantage of training via Zoom or Teams when this was available too.

There was very little the Learning & Development Department could do during this time as online training carried out was digitally recorded, so the L&D Coordinator and Administrator were furloughed in April 2020 and resumed some duties in August 2020. We were however mindful that training such as first aid, being a practical course, could only be done face-to-face and it was hoped with the take-up of the vaccinations and the reduction of people testing positive, that these sessions could resume at some time in the not-too-distant future.

Volunteers

Volunteers

Following the easing of lockdown restrictions in the latter part of the year, we saw a surge in young people wanting to volunteer with the charity. Age UK Leicester Shire & Rutland now has a volunteer workforce of 980, an increasing of 100 on the previous year.

Although older people have hesitated to return to their volunteering roles due to Covid-19, we have managed to recruit a younger volunteer workforce by forming new relationships with local colleges, universities, training providers, and the Job Centre Plus.

During the Covid-19 lockdowns, the charity and the local community faced many challenges. All our services were temporarily ceased, and existing volunteers had to stay at home. However, throughout the pandemic, we were fortunate enough to receive food donations from various organisations and members of the public, so that we could provide emergency support services to local older people who were isolating at home. During this time, it was our newly recruited emergency support volunteers who provided this vital service and without them, we would not have been able to support the many local vulnerable people for whom this provision was essential. Whilst following strict Government guidelines, our volunteers put their own safety aside to help the local older community.

We also saw a massive increase in the number of people wanting to volunteer for our telephone befriending service. People who had been furloughed, students, unemployed, and many others from various backgrounds came forward to offer their assistance.



980
active
volunteers

In the past year, efforts have been made to progress towards digitally storing information and saving paper. Volunteer records are now scanned and stored electronically. The creation and introduction of a digital Volunteer Handbook has also been welcomed by managers and volunteers alike.

The Volunteer Newsletter, which provides useful and helpful information to keep volunteers in the loop, was put on hold due to Covid-19. However, we aim to re-introduce the newsletter again in the coming months to improve engagement and communication with all our volunteers.

We continue to encourage online training for volunteers and invite volunteers on induction training in-house where possible.

Retail

Unfortunately, Covid 19 impacted massively on the performance of our 24 charity shops. In total they were only open for 13 weeks during the financial year of 2020-2021.

Despite our shops being closed for such a long period of time, the public still wanted to support the charity and did so by donating over the entire closure period, huge amounts of clothing, furniture, and bric-a-brac in order to ensure that when we reopened, our shops all got off to a very good start. We are very appreciative of all the support given.

During lockdown many other parts of the retail sector very quickly moved into online selling and with a degree of success.

Based on the experience of others and the fact that half of UK customers now prefer to shop online rather than in store, we intend over the next few months to have an online retail presence.

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 2020 - 2021

Dealt with **17,898** enquiries to our Information & Advice Helpline

The **Joining Forces Project** delivered **2,850** activity packs to veterans

Helped **5,482** people with benefits & other money queries

Made **11,000** Telephone Befriending Calls

Leicester Carers' Support Service made **6,240** telephone calls to informal carers

Delivered **33,825** hours of Home Care

19,951 visits to people's homes for essential shopping & support

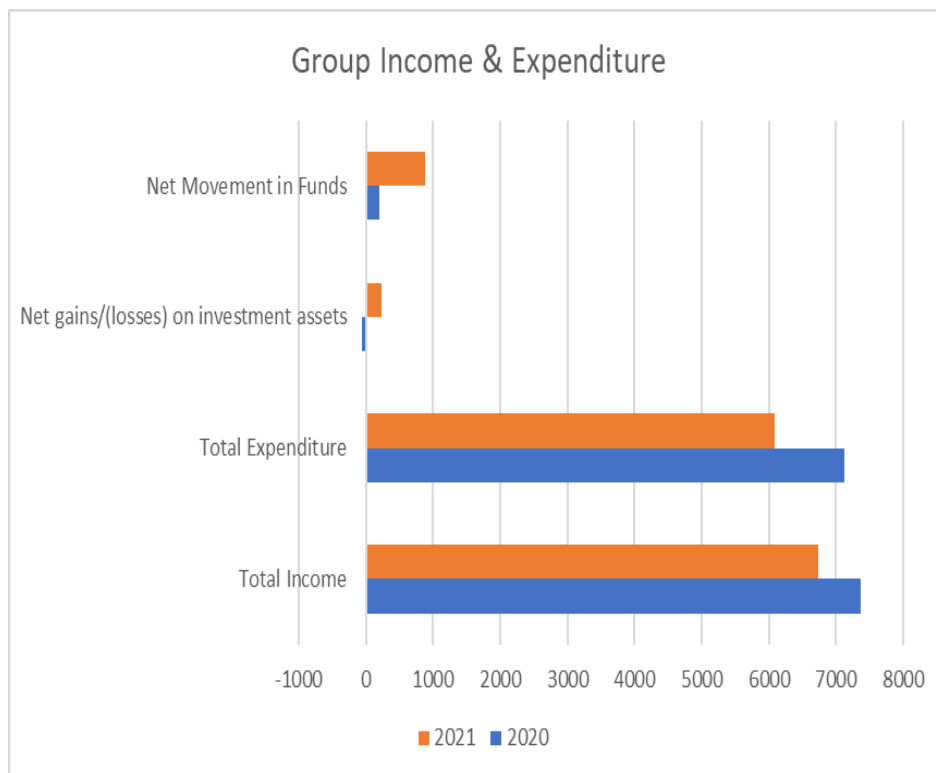
Made **18,279** Welfare Calls to Day Care Clients

£914,290 raised in confirmed benefit entitlement for older people living in Leicester, Leicestershire & Rutland

We raised **£62-89** per week in increased income for local older people

Dealt with **5,715** Coronavirus health related enquiries

Income & Expenditure



Age UK Leicester Shire & Rutland

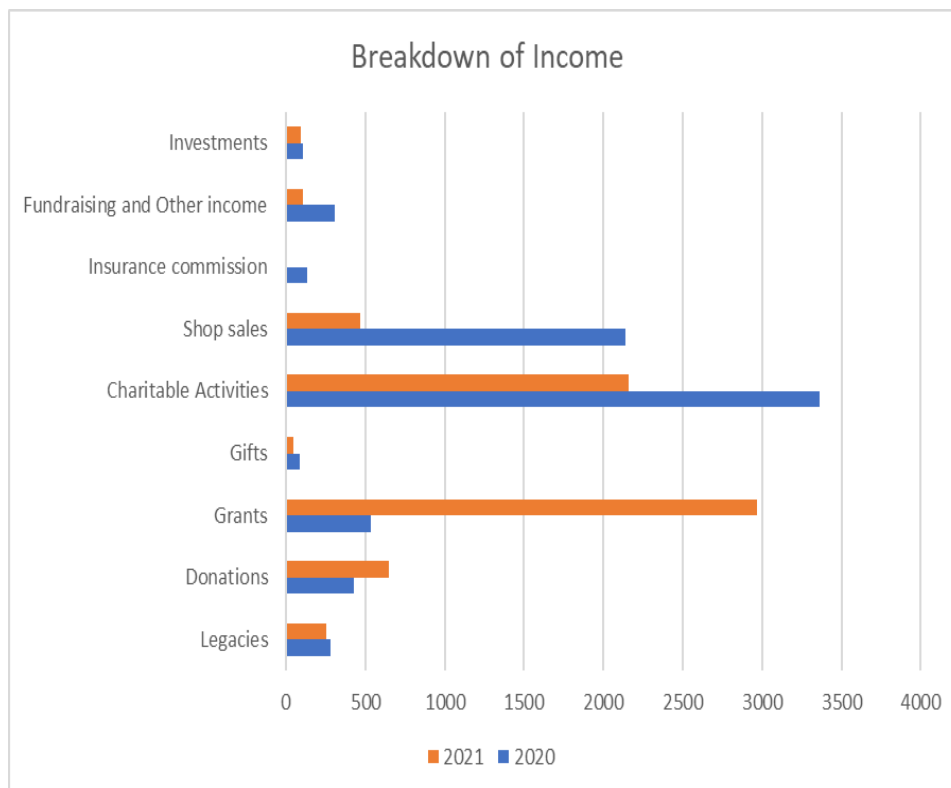
Statement of Financial Activities

Group Income and Expenditure

Year end 31/3/21

	2020	2021
	£k	£k
Income:		
Donations and Legacies	1330.8	3910.4
Charitable Activities	3359.7	2158.4
Trading activities	2578.2	571.3
Investments	106.6	93.0
Total Income	7375.4	6733.2
Expenditure:		
Raising Funds	2579.1	2167.2
Charitable activities	4541.5	3918.6
Total Expenditure	7120.6	6085.8
Net gains/(losses) on investment assets	-55.8	234.3
Net Movement in Funds	199.0	881.7
Funds brought forward	7860.1	8059.1
Total Funds Carried forward	8059.1	8940.8

Breakdown of Income



Breakdown of Income:	2020	2021
	£k	£k
Legacies	283.5	250.7
Donations	430.5	647.3
Grants	532.8	2966.9
Gifts	84.0	45.6
Total Donations and legacies inc	1330.8	3910.4
Charitable Activities	3359.7	2158.4
Shop sales	2141.0	465.4
Insurance commission	130.6	0.0
Fundraising and Other income	307	106
Trading activities	2578.2	571.3
Investments	106.6	93.0
Total Income	7375.4	6733.2

Balance Sheet, Cashflow & Debt

Age UK Leicester Shire & Rutland		
Statement of Financial Activities		
Group Balance Sheet		
Year end 31/3/21		
	2020	2021
	£k	£k
Tangible Assets	5799.3	5881.8
Investments	1830.8	2072.3
Total Fixed Assets	7630.1	7954.2
Stocks	17.6	10.3
Debtors	891.9	885.4
Cash	639.5	1265.3
Total Current Assets	1549.0	2161.0
Liabilities : creditors falling due within one year	557.7	638.5
Net Current Assets	991.3	1522.5
Total assets less current liabilities	8621.4	9476.7
Creditors: amounts falling due in more than one year	562.3	535.9
Total Net Assets	8059.1	8940.8
Funds		
Restricted	1428.4	1735.3
Unrestricted	6630.7	7205.5
Total Charity Funds	8059.1	8940.8

Age UK Leicester Shire & Rutland		
Statement of Financial Activities		
Group Cash Flows		
Year end 31/3/21		
	2020	2021
	£k	£k
Cash flows from operating activities	-377.7	830.1
Cash flows from Investing activities	819.4	-173.7
Cash flows from financing activities	-63.8	-30.6
Change in cash in period	377.8	625.8
Cash at beginning of period	261.7	639.5
Cash at end or period	639.5	1265.3
Net Debt Reconciliation		
Cash	639.5	1265.3
Borrowings	-708.5	-684.9
Net Debt	-68.9	580.4

The Year in Pictures

APRIL

Volunteers, local people and businesses answer our call to action for items for our emergency food parcels, helping local older people having to self-isolate during the pandemic.



MAY

We commemorated VE Day in style, delivering picnic hampers to local veterans and celebrating while socially distancing in style.



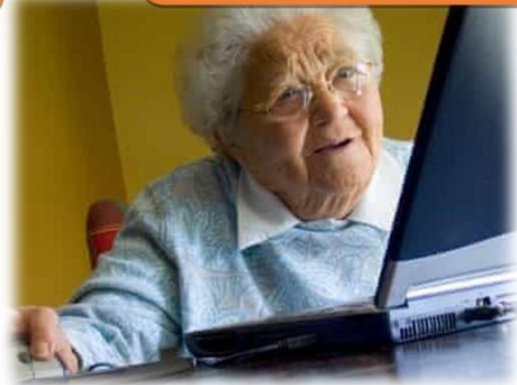
JUNE

We celebrated Volunteers Week like never before, recognising what a magnificent army of volunteers we have.



JULY

We embraced the virtual world and brought people together even though they had to stay at home.



AUGUST

We couldn't fundraise as normal but that didn't stop our loyal staff and supporters. Liz took part in the 310K steps challenge raising over £1000



SEPTEMBER

We reopened Clarence House (even if it was to be short lived) People were so happy to venture out and enjoy a delicious meal in the restaurant.



OCTOBER

We were delighted to be able to reopen our Day Care centres again, if only until December but we managed to keep our clients occupied after Christmas with weekly activity packs and telephone calls.



NOVEMBER

We were able to offer FREE Home energy checks, providing energy saving equipment and advice about how to keep your home warm during the winter months.



DECEMBER

Many local businesses donated towards our Christmas Campaign bringing extra joy to local older people having to spend Christmas alone.



JANUARY

Thanks to the staff at Boden for raising over £4000 over the Christmas period for our charity.



FEBRUARY

Our Not Forgotten This Winter campaign came to a close raising over £6500 helping us to continue to support local older people during the winter months.



MARCH

As we came to the one year pandemic milestone we could feel proud knowing that we have helped local older people by delivering over 800 emergency food parcels, more than 3000 shopping trips and making over 130,000 telephone befriending calls and even finding a new guitar for a lady who had hers stolen.



Age UK Leicester Shire & Rutland
Registered Charity No. 1146649