



2018 Annual Review



www.ageuktrafford.org.uk

Registered Charity No. 1109047 Company No. 5384301

Our Vision



The vision that shapes our annual activities is a Trafford where every person over 50 is treated with respect, and an understanding of their needs and aspirations.

OUR VALUES

Our organisation is guided by the following values:

- People over 50 and their carers are at the centre of everything we do
- We are committed to the best possible support for people with dementia and their carers
- We value and respect our volunteers, supporters and staff
- We are committed to providing the highest quality of services
- We are passionate, open and honest.

OUR STRATEGIC AIMS

The strategic aims employed to achieve the charity's objectives are:

1. We will significantly increase awareness of our work to reach out to more local people and to promote the positive contribution people over 50 can make to their community
2. As the leading Trafford provider in dementia care, we will deliver high quality support to improve the lived experience of the person with dementia and their carers
3. We will help people over 50 in Trafford to make informed choices about their health and wellness and the services and support they need
4. We will support people over 50 in Trafford to feel valued in their community
5. We will work in partnership with a range of statutory, third sector and private sector partners to improve the lived experience of people over 50 in Trafford and to share good practice and expertise
6. We will be a well organised, financed and resourced organisation.

Chair

Whenever we open our newspapers, watch our TV or listen to the radio, and the subject of getting older comes up, it seems that it is always in a negative context. It seems a great shame that a greatly increased life expectancy (one of the significant improvements in society over the last 50 years) should be seen as a matter of concern rather than one for rejoicing. The truth, though, is that not only are we living longer, but we are also maintaining our good health for longer. The figure is always quoted of 25% of people over the age of 85 years living with dementia – what is never a headline is that this means that 75% are not. Similarly 15% of over 85's live in residential care, but that means that 85% don't. Ageing in itself should not be seen as a negative.

It is true that a major part of our work is to provide care services for older people. As the Borough's leading and most experienced provider of social care services for people living with dementia, we offer advice and support for those diagnosed with this condition. In our specialist Day Support, Passion for Life, we seek to enhance our customers' positive experience of living; take a few minutes to look at the videos on our Facebook page to see how our staff and customers enjoy a disco and 50/60's music! We are also taking a lead in exploring how best to meet the needs of people living with mild cognitive impairment. But this kind of work is not the whole picture.

We are fortunate in having our wonderful Sharples Building in a prominent position in

Urmston. From here we can provide more informal activities; among other things, we have Classic Film Matinees, a Health Walk, Line Dancing, Coffee Mornings, and you can come and learn how to use your new iPad, tablet or lap top. In short we have a wide range of activities to appeal to over 50's, no matter what, and it is part of our purpose to combat ageism in all its forms, and to promote people's enjoyment in growing older.

All of this requires two things. Firstly we must have the resources to carry out our work, and, even in these days of tight budgets, our thanks go to Trafford Metropolitan Borough Council, to Trafford CCG and to many others for their continuing support.

Secondly we must have the right people to do that work. My own personal thanks, and those of my fellow Trustees go to Ann Marie, our Chief Executive, the Senior Management Team, and to all our staff and volunteers in our HQ, out in the community and in our shops in Ashton-upon-Mersey and Sale Moor. This year we have achieved our Organisational Quality Standard for Local Age UK's again, with flying colours, and without all of them, we would not have been able to achieve this and chalk up another successful year of service to our fellow citizens in the Borough of Trafford.

Chris Waddleton

Chair of the Board of Trustees



Chief Executive



Well another year has passed, and we are about to celebrate the third year in The Sharples Building. The building continues to provide a home for a range of activities for people over 50. Specifically: our dementia Passion for Life day support on three days per week; our successful coffee morning and Men's Group; the monthly afternoon matinee, health walk and line dancing; not to mention our weekly exercise, postural stability and maintenance classes.

The building is definitely an icon on the corner of Church Road, but its also expensive to run, and receiving no direct funding to do this we are reliant on charging for services, renting out rooms in the building, donations and legacies. With this in mind, we will be looking to develop the 2nd floor of the building in the coming year to increase our rental income.

We again face an uncertain future next year when all our statutory contracts are likely to go out to tender. There is no guarantee we will win those tenders and its likely that at least one contract will cease to exist in its present form, with a significant loss of funding to us. The present period of government austerity has been a difficult time for charities – many who have failed to survive in this hostile funding environment, Age UK Rochdale and Trafford Centre for Independent Living to name but two.

In summer of 2018 we will see our insurance trading company close – the end of an era for us

after trading for over 25 years, and generating an important income to provide services in Trafford, it is no longer a viable option. We will say goodbye to Tom Taylor, our insurance officer, who has been a supportive member of staff turning his helping hand to all manner of activities since we opened the new building. However, whilst he will be missed as a member of staff, he will be returning as a new volunteer in our dementia service. We have been fortunate enough to survive through strategic adaption and good financial management, but there is a limit to how long a charity (or in fact any organisation) can continue in the long term without sufficient funding to provide its services. We have been providing services in Trafford for more than 40 years and it would be a sad day should we be forced to close. However, that day is not today!

It remains for me to thank the Trustees for their unflinching support during a time of struggle but also development and also the Senior Management Team – Jayne Wakefield and Karen Glendinning – without their support I could not do my job. In December 2017 we lost an important member of our SMT after 26 years, Karen Patel, as she went to a well-earned retirement in Scotland. She is definitely missed, for one thing its considerably quieter on the first floor; but fortunately she is still available for free telephone consultancy when needed!

Ann Marie Jones

Prevention & Wellness

Information and Advice

Our Information and Advice service deals with a wide range of enquiries including

- Benefit enquiries
- Information about care homes and funding
- Requests for plumbers/ electricians etc.
- Legal issues such as wills, power of attorney
- Information regarding social activities in the area.

Our Service is open Monday – Thursday 9.30am – 1pm, at other times outside of these office hours your call will be directed to Age UK national advice line, who may be able to provide you with some basic information or they may request a call back on your behalf when the service is next open.

You can drop in to see us during our opening times and an adviser will see you if available, or you can give us a call.

We have one part time member of staff on the service, Natalie Savage, together with a team of 6 volunteers who will help people with a range of enquiries from helping to fill out forms to helping people find access to care at home or residential care. The table below gives a breakdown of the enquiries we have dealt with. Last year we dealt with over 2044 enquiries and amassed a total of

just over £726,000 in benefits for the older people of Trafford.

If we can't help you then we can signpost or refer you to other more appropriate organisations or give you information on services in Trafford

CARE NAVIGATOR

Our Care Navigator Natalie currently compiles a weekly bed list of the vacancies within the care homes in Trafford. We send this out to both professionals as well as carers looking for care home places for their loved ones. As well as support from Natalie, we also have many factsheets and information guides around the issue of care homes, which cover topics such as: funding; finding and choosing a care home; and property and paying for residential care. Natalie is able to provide some information on other forms of care such as home care, at home support, aids and adaptations and telecare.

SOLICITOR SURGERY

As part of our Information and Advice service we have 2 independent solicitors offering a free half hour no obligation session with advice on wills, power of attorney and probate. Wills are offered at a discounted rate of £90 for a single will and £135 for a double will (includes VAT). Please contact us to book your appointment.

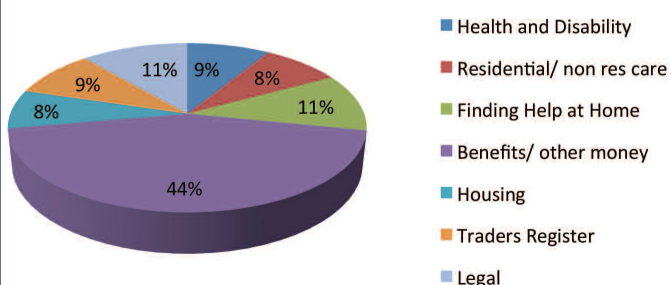
ELECTRIC BLANKET TESTING

Once again we held 2 electric blanket testing days in September 2017. One was held at St Matthew's Church in Stretford and the other was at our Office in Urmston. 55% of the blankets tested failed the safety test and owners were given new replacement blankets. We have funding to do another test day this year which is on the 26th September 2018.

WINTER WARMTH EVENTS

We worked with National Energy Action to deliver

Type of enquiries April 2017 - March 2018



Age UK Trafford Home Library Service



The Home Library Service provides a free service where we deliver books to your home.

**It is aimed at people who cannot get to a library due to mobility issues or caring responsibilities.
(Audio books available)**

**If you would like to join the service or find out more please contact us on
0161 746 9754
or email admin@ageuktrafford.org.uk**

**Age UK Trafford, The Sharples Building, 1-3 Church Road, Urmston, M41 9EH
charity no 1109047**





some free winter warmth events across the borough. The sessions were well attended and were designed to give information about keeping warm and well in winter and also giving some energy saving tips and how to save money by making a few simple adjustments. Here is Jimmy Pugh from National Energy Action presenting Patrick with his prize of a slow cooker for winning the quiz.

SILVER SURFER/TECHNOLOGY

Older people in Trafford represent a large and growing proportion of the population. Older people are important consumers of services yet research shows that nearly 50% of people over 50 do not have access to a computer. We provide iPad or laptop support for older people who may feel digitally excluded. We try and

tailor our beginner's courses to meet the need of the older person. If you would like to register for any of these sessions please contact us on 0161 746 9752.

We are looking for volunteers to run drop-in sessions so people can bring in their lap top, tablet or even smart phone to get some assistance on how to use them.

HOME LIBRARY SERVICE

We run a free Home Library Service in Trafford, delivering books on a 3 weekly cycle to people who are housebound, or have difficulty getting out to the library. Carers who find it difficult to get out and about because of their caring responsibilities can also access this service. If you would like to find out more about this service contact us on 0161 746 9752.

VOLUNTEERING

We have 94 dedicated volunteers ranging in age from 15 to 86! They work across all of our services and we could not manage without them. Please contact us to find out what current opportunities we have.

Karen Glendinning

Prevention & Wellness Manager



Activities for the over 50's at



Coffee Morning

Every Tuesday 10.30am - 11.30am
60p charge for tea/coffee and biscuit

Health Walk (Free)

Every 2nd Thursday in the month 2pm
Meet at Age UK Trafford reception

Line Dancing

Every 3rd Wednesday at 1pm (booking required)
£2.00 Refreshments included

Healthy Hips and Hearts Exercise Class

Every Tuesday 9.30am - 10.15am
£2.00 charge

The Men's Room

Activities and exercise for men
2nd and 4th Wednesday in the month from 1pm - 3pm
£2.00 Charge

Afternoon Matinee

2nd Tuesday Monthly 2pm - 4pm
£4.00 Including refreshments

For more information call: - 0161 746 9754

Or call into: -

Age UK Trafford, The Sharples Building, 1-3 Church Road, Urmston, M41 9EH
Open 9.30 and 4pm Monday to Friday

Falls Prevention Service – “The Balance Programme”

Age UK Trafford’s Falls Prevention Service aims to reduce the number of falls for those people at risk or who have a history of falling. This is important since falls are a major cause of death and disability in Trafford and unplanned hospital admissions within the older generation. Preventing falls will improve our population’s health and wellbeing and strengthen our local economy.

The Service was launched in March 2016 and the work to date has been achieved in collaboration with our partners across the Borough who worked with those most at risk. These include Public Health, Trafford Clinical Commissioning Group, Pennine Care, Trafford Leisure Trust, Trafford Housing Trust and Greater Manchester Fire and Rescue Service.

The first quarter of the year saw the introduction of a maintenance programme following on from our successful postural stability programme. This encouraged participants to continue their progressions for a further eight weeks making these practices an ordinary part of their lives. Our measurements show that 91% of people attending our classes are still engaged in physical activity 6 months later.

In partnership with Trafford Council and Trafford Clinical Commissioning Group, Age UK Trafford also lead the delivery of brief intervention falls awareness training to care and nursing homes across the Borough. Many of the falls in Trafford occur in care homes. As well as the training itself, advice was given which included details of falls services in Trafford and how to refer appropriately. For many this served to improve their knowledge of local support services in addition to their CQC rating.

In August 2017 the Service rebranded itself as The Balance Programme to include all of the falls services Age UK Trafford deliver, including the postural stability programmes, Healthy Hips and Hearts, Maintenance Class and brief intervention training to care homes and others.



Throughout the year the falls co-ordinator supported Pennine Care’s physiotherapy team through a series of talks and short practices to their STAMP (Stability and Movement Programme) participants. From these talks a referral pathway has been established to ensure clients are directed into appropriate follow on programmes.

Collaborative work between Trafford CCG and our partners has seen the development of a falls referral pathway tool to ensure the accurate referral of clients into the most appropriate service for them. It has created a sound understanding of the falls prevention services each organisation has to offer.

In July 2018 The Balance Programme will expand its offer to include new sessions in Old Trafford and Sale with the aim of making programmes easier to access and available to those at greatest need.

Tom Snape

Falls Prevention Co-ordinator



Passion for Life Dementia Services

Dementia Adviser Report 2017-2018

WORKLOAD & STATISTICS

Our dementia adviser service consists of two dementia advisers (total hours per week = 65) and a 25 hr administrator.

In 17-18 financial year in addition to the work described below, the dementia adviser service supported:

Number of service users accessing the service	1535
% for BME a community	8%
% referrals from external organisations	98%
% referrals from other internal services	2%
% service users from North Trafford Locality	15%
% service users from South Trafford Locality	32%
% service users from West Trafford Locality	25%
% service users from Central Trafford Locality	28%
% under 65 years old	8%
% over 65 years old	57%
% over 85 years old	35%

This was despite being reduced to one part-time adviser for 6 months of that year due to long term sickness. During that 6 months there was no reduction in service – the workload was picked up internally by a combination of the Care Services Manager, the Day Support Manager and the Chief Executive.

MILD COGNITIVE IMPAIRMENT

Our Dementia Adviser service is funded to provide

support to people diagnosed with dementia and their carers and therefore we have to priorities those service users. However, we do what we can to provide support and monitor people diagnosed with mild cognitive impairment within our resources. We are conscious that there is no other support provided to this group in Trafford and we are actively seeking funding so that we can improve our service provision.

As we receive the majority of our referrals directly from Trafford Memory Service (averaging 50 per month) prior to diagnosis, once diagnosed approximately 20% have a diagnosis of Mild Cognitive Impairment (MCI). We aim to provide continued support and improve our service for people diagnosed with MCI and recently brought together a focus group to gain the views of those affected with the condition. This was a very successful session and those who attended left with a knowledge that they were not the only ones living with MCI and all agreed that more publicity and awareness was needed.

Our Chief Executive has been working closely with Greater Manchester & East Cheshire Strategic Clinical Networks and Dementia United to develop a pathway for support for MCI across





A reiki taster session

Greater Manchester. Our focus group responses were fed into that development work and in May 2018 Age UK Trafford took part in two short films to make both clinicians and the public aware of MCI. This filming took place at Age UK Trafford with two MCI attendees and one carer. The films will be launched at a Greater Manchester wide event in July 2018.

We are now planning to introduce a regular support group for people with MCI in the order to give them an arena to meet others and share experiences and gain support.

DEMENTIA HUB MEETINGS

We have developed the Dementia Hubs over the last years in Hale, Sale and Urmston to have more of an interactive model. The new model includes sections of the Hub where we ask families to share positive or negative experiences they have had around living with dementia. This has been useful for a lot of families in finding dementia friendly services and organisations. We have been lucky enough to have guest speakers from St Ann's Hospice Sitting Service, which has supported a lot of our families have some vital respite breaks. We have had taster sessions with I Care Meal on Wheels service which has given families an insight to how easy it is to ensure their loved one gets a nutrient meal at a reasonable cost. We have had Join Dementia Research attend the hubs this year to give an insight on the importance of medical research and how this will help in the

development work for the future, as the number of people with Alzheimer's, vascular dementia and other types of dementia is set to double over the next 30 years.

ATTENDANCE ALLOWANCE AND OTHER BENEFITS.

This last year we have completed 85 applications for Attendance Allowance, at 100% success rate. (This does not include those application dealt with by Age UK Trafford's Information and Advice Service). Attendance Allowance increases the family income which can be used to resource Day Services, Respite Care or to use for such things as taxis to medical appointments and to cover increased utility costs. In most cases we have supported in the application of Council Tax Reduction which has given families and additional discount of 25% off their Council Tax bill. In total giving families some additional resources to support with their day to day living.

We also introduced a therapeutic aspect to some of our Hubs, such as the Reiki taster session. Reiki has been known to increase mental functioning, memory and behaviour. All attendees found these sessions relaxing and enjoyable!

DROP IN

We have developed and built up a drop in service which we hold on the 2nd Thursday of each month at Fiona Gardens in Sale. We hold the drop-in at their reminiscence room which was opened in July 2017. The Reminiscence Room replicates a 1950's living room and is designed to provide a familiar space where people living with dementia can relax and connect with the past. The room features items from the era, including a stereogram to play records, a sewing machine, typewriter and furniture even the wallpaper is aged to look authentic. This room provides the perfect environment for families to drop in to talk to our Dementia Adviser without having to make an appointment. We have two advisers at each drop in due to the high demand.





BI-MONTHLY NEWSLETTER

At April 2018 our bi-monthly dementia newsletter “Passion for Life” had a circulation list of over 1000 people. The newsletter provides information on all forms of dementia and coping mechanisms for carers as well as information on research, events and local activity. Due to the requirements of the new General Data Protection Regulations (GDPR) in the 18/19 financial year it has been necessary for us to contact all the recipients of the newsletter to formally document their consent to receive it. This has cost us over £600 to date in mailing costs. As with all mailings of this type the response has been disappointing even with the enclosed stamped addressed envelopes. To date around 350 consents have been received, we are concerned that people will be missing out on useful information about their condition but also about what support is available locally. We will continue to do further work on this issue.

A Goodbye - This year we were sad to see Paula Mack leave the team. Paula is still involved with Age UK Trafford as she continues to support us in a volunteer role. We were joined by Laura Flanagan in January 2018, Laura has brought with her the skills and knowledge from working within the Local Authority. Laura has taken a lead role in our development work for people with a diagnosis of Mild Cognitive Impairment.

COMMUNITY AWARENESS

We are committed to raise awareness of Dementia in Trafford, we continue in our quest to ensure that Trafford becomes a Dementia Friendly Borough. We have been attending various events throughout the year including: Trafford General Hospital; Active Ageing Event at Altrincham; Carers Events throughout Sale. It is important to ensure that Trafford Residents are aware that there is a Dementia Adviser service here to support them. It is also vital as part of our fund raising to make residents aware that we are an independent charity and that in order to provide our services we have to raise funds to compliment the statutory funding that we do receive. We continue to raise our profile through social media.

Gaye Williams & Laura Flanagan

Dementia Advisers.



Passion for Life Day Support

SERVICE AIMS:

- To help maintain the independence of people with dementia for as long as possible
- To provide a stimulating environment for mind and body
- To provide respite for family carers
- To continue to be the premier service for dementia day support in Trafford.

It's been another busy year in our specialist dementia day support. Although we have a wonderful building it lacks any garden space – however during the year we found a solution to this issue and we now have a pop-up garden in the car park which gives our service users a chance to enjoy the fresh air and blue sky on dry days. The garden can “pop-up” in minutes in two of the rear parking spaces. A section of artificial grass, a pull-out screen, some garden benches, a couple of tables and some hanging baskets and

we are ready for cold drinks in our garden! Its still a work in progress but its definitely a useful addition to our wide range of activities. We also want to build some raised beds for our service users to plant up and tend – we have the railway sleepers but no help to actually build them – any suggestions or offers are welcome.

This year we replaced two of our three vehicles – we have a new very smart minibus, replacing the previous 10 year old one and we have replaced the old Berlingo with a Fiat Doblo. Look out for them out and about in Trafford. In the not too distant future we hope to be able to replace the third vehicle a Venga car with a small minibus. Transport is essential for our day support, for those service users who can not access their own transport and its important that transport is comfortable and appropriate – especially as we pick up from as far as Hale and Bowdon. Discos, karaoke and cabarets take place on a regular basis now, due to continuing demand from our service users - have a look at them, like us and follow us on our Facebook page www.facebook.com/ageuktrafford

That's just part of what happens in day support we have other activities too from table tennis, to skittles, to bowls, to table top activities and we also have regular visits from our two dementia dogs Dave and Louis and their owners.

Thanks to Caroline, one of our Care Co-ordinators, who did a parachute jump to raise money to buy two iPads for day support we can now be digitally interactive with our service users too! Our Day Support is in high demand and is oversubscribed, which means we operate a waiting list. We are actively seeking another venue in the south of the Borough to expand our service in the coming year.

Jo Gorton
Day Support Manager



Charity Retail

SHOPPING FOR GOOD: THE SOCIAL BENEFITS OF CHARITY RETAIL

A recent report commissioned by the Charity Retail Association from Demos (authored by Peter Harrison-Evans) concludes that as well as continuing to provide a substantial and comparably stable income stream to support the social impact of parent charities, charity retailers increasingly recognise their capacity to bring wider social benefits to the local community.

Their findings show that making a trip to your local charity shop is no longer the preserve of a particular generation of income group, but an activity engaged in by a cross-section of British society. As charity shops have broadened their offer and customer base they are increasingly able to add to, rather than detract from (as some stereotypes may suggest), a vibrant mix of retailers on the high street, and to provide a range of community benefits beyond their core retail function.

The benefits associated with volunteering represent arguable the greatest source of social value generated by the sector. Charity retailers currently provide nearly a quarter of a million volunteering places across the country, diverse in their content, duration and beneficiaries. Volunteering in charity retail helps young people to gain life and work skills, provides retirees with opportunities to socialise, enables disabled people to showcase their assets in a support environment, helps jobseekers to rebuild their confidence and transition into paid work, and gives people within the criminal justice system a chance to give back and re-integrate into the community.

AGE UK TRAFFORD CHARITY RETAIL

Our shops in Sale Moor and Ashton-on-Mersey have remained important social hubs at the heart of their communities for over 30 years. They play a vital role in generating unrestricted income for Age UK Trafford and thanks to our dedicated management team: Kerry (Retail Co-ordinator) and Christine, David, Jan, Melanie and Shelagh (Retail Assistant Managers) together

with our amazing volunteers our annual retail income in 2017/18 totalled £143,751 which includes £4916 of retail gift aid that we have been able to claim back from HMRC thanks to the generosity of our 2000+ registered Gift Aid donors. Special thanks are due to our Head Office volunteer, Anne Butters, for her help in keeping our donor database compliant and up to date.

VINTAGE AND FANCY DRESS HIRE



We recently celebrated the first birthday of our Vintage and Fancy Dress Hire Rooms and you can check out our unique vintage clothing and homewares for sale and hire on our Facebook page Age UK Trafford Retail and Vintage and follow us on Instagram ageuktrafvintage and twitter @ageuktrafford. If you have an interest in everything vintage we would love you to like and share our posts.

NEW GOODS

We offer a small but select range of brand new goods for sale in our shops.

Our shop in Ashton-on-Mersey stocks a wide range of wools including 4 ply and aran at competitive prices. We also sell knitting needles and patterns.

From September onwards both shops stock a wide range of Age UK Branded Christmas Cards, certain to suit all tastes.

PAT TESTED ELECTRICAL APPLIANCES

Both shops stock a wide range of small electrical items including table lamps, games consoles and music systems. These items are used but they have been tested for electrical safety by our trained in house team of staff and volunteers thus raising valuable income and preventing these items going into landfill.

VOLUNTEERING

We couldn't run our shops as successfully as we do without the invaluable contribution of our dedicated volunteers. Have a look at the volunteer role description below and then why not come and join our team? It's a great way to meet new friends in your local community, build confidence and learn new skills!

RETAIL ASSISTANT VOLUNTEER ROLE DESCRIPTION

Purpose of the Role

The purpose of the role is to assist in the day to day running of Age UK Trafford's two charity shops, maximising sales and increasing independent income for the charity.

Time Involved:

Our shops are open from 9.00am – 16.00pm (at July 2018) Monday – Saturday and we need volunteers to work a morning or afternoon shift (approx. 4 hours).

Key Responsibilities:

- To assist and serve customers, providing a good level of customer service
- To assist with processing donated stock, including sorting, steaming, pricing and hanging of donated items
- To assist in the visual merchandising of the shop
- To operate the till and deal with various types of payment
- To assist in ensuring that Health & Safety processes are followed and general maintenance issues are reported
- To assist in daily tasks including cleaning, tidying and vacuuming

- To promote public understanding of the services that Age UK Trafford delivers and the importance of raising funds through our shops.

Role Requirements:

We are looking for enthusiastic volunteers who have good communication and interpersonal skills and the ability to get along with people and work as part of a team.

Previous Experience:

We will provide all the training you need to feel confident in the role. The Retail Co-ordinator and the Retail Assistant Managers will be available to give advice and assist you, as well as other experienced volunteers in the team.

We are actively seeking volunteers for the positions listed below:-

Vintage Showroom Assistant
Customer Service/Till Operators
Stockroom Assistant
Window Dresser
Ebay Assistant

DONATING

By donating good quality goods to us you are helping us to stock our shops, attract new customers and raise funds. Additionally, by donating in this way you are 'recycling' your goods and making a positive impact on the environment. To ensure that your donations are helping to provide services for local older people, please bring your donations directly into our Ashton-on-Mersey or Sale Moor shop. If you have larger quantities and are unable to bring them to us please ring us on 0161-905-1438 Ashton-on-Mersey or 0161-976 2444 Sale Moor as we are often able to make arrangements to collect.

Unfortunately, donations that are left outside our shops when we are closed are often stolen and/or rifled through and as a small local charity we do not do bag collections.





We take many donated goods including clothing, bric-a-brac, books and small electrical items. We may also be able to accept small items of furniture but please ring the shop first as there may be space limitations.

RETAIL GIFT AID DONATIONS

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Making donations go further

- Gift Aid is simply a way to increase the value of your gift to Age UK Trafford – at no extra cost to you. If you pay tax in the UK, we can reclaim the basic rate of tax (25%) on our gift. So if you donate £100, it is worth £125 to Age UK Trafford
- Retail Gift Aid is an HMRC approved way of charities selling goods as an agent of the owner and then claiming Gift Aid on the net proceeds
- In order for us to reclaim the tax you have paid on your donations, you must have paid income or capital gains tax (in the UK) for each tax year at least equal to the tax that all charities that you donate to will reclaim on your gifts for that year
- The process is simple – all you have to do is make a Gift Aid declaration in either of our shops when dropping off donations
- When dropping off future donations, you simply tell us your name and postcode which enables us to identify your gift aid donor ID and ensure that we maximise the value of your donation
- You will be supporting us to provide services for older people in Trafford and there are tax benefits for those falling in to the higher rate tax band
- When we make a claim to HMRC we will let you know how much your gift aided donations are worth and if your tax status changes simply let us know and we will cancel your declaration.

SHOPPING WITH US

Buying from our shops gives you the opportunity to find a bargain and support our work with older people in Trafford.

Big Knit Campaign



We are very grateful to our dedicated team of nimble-fingered knitters who have helped us to reach our 17/18 milestone of 2420 little woolly hats for the Age UK and Innocent's Big Knit Campaign.

For each hat knitted we received 25p to fund our projects helping to keep local older people warm in Winter.

Particular thanks are due to Carole Goulding, Sue Burden & The Lymm Cruising Club Crafty Girls, Jeanette Stelfox, Denise Ribbons and Lynne & Caroline Nettle who between them have knitted over 9000 hats since we first took part in the campaign in 2013.

Following the success of the 2016/17 & 17/18 campaign which produced an incredible 1.7 million hats nationwide (we contributed 4840 hats towards this total!!!) Innocent and Age UK have now confirmed that that the campaign will run again in 2018/19.

The knitting phase will run from September 2018 all the way through to July 2019, with the hats going on to bottles in stores for October 2019.

We have again been given a target of 4840 hats and we will receive 25p per hat which would give us £1210 to use towards initiatives that bring people together and companionship.

Your help in achieving this target would be very much appreciated.

Jayne Wakefield

Finance & Personnel Manager



Staff & Trustees April 2017 – March 2018

HEADQUARTERS

Ann Marie Jones	Chief Executive
Jayne Wakefield	Finance & Personnel Manager
Karen Patel	Care Services Manager (until Dec 17)
Karen Glendinning	Prevention & Wellness Manager
Joanna Rankin	Trading Manager (until July 17)
Tom Taylor	Insurance Officer
Mary Partington	Administration

WORKING IN THE COMMUNITY

Dementia Advice

Gaye Williams	Dementia Adviser
Paula Mack	Dementia Adviser (until Dec 17)
Laura Flanagan	Dementia Adviser (from Jan 18)
Patrick Cunningham	Administration

Day Support

Joanne Gorton	Day Support Manager
Caroline O'Brien	Care Coordinator
Louise Taylor	Care Coordinator
Denise Ribbons	Care -Coordinator
Patricia Symonds	Care Worker
Tony Bell	Driver
Ian Mack	Driver

Home Library Service

Frank Gallagher	Coordinator
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Information & Advice

Natalie Savage	Care Navigator
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Falls Prevention Coordinator

Tom Snape

Retail

Kerry Smith	Retail Coordinator
Jan Hardman	Retail Assistant Manager
David Keegan	Retail Assistant Manager
Shelagh Grainger	Retail Assistant Manager
Christine Hough	Retail Assistant Manager
Melanie Drinkwater	Retail Assistant Manager

BOARD OF TRUSTEES 2017-18

Chris Waddleton	Chair (from March 2018)
Christine Turner	Chair (resigned March 2018)
Andreas Underwood	Elected
Yvonne Mackereth	Elected
Danielle Tysall	Elected
Nicole Alkemade	Elected
Mike Cooney	Elected (resigned February 2018)
Cllr Linda Blackburn	Trafford MBC Representative
Cllr Angela Bruer-Morris	Trafford MBC Representative



Thanks

Thank you to our funders and donors for continuing to support the activities of Age UK Trafford between April 2017 and March 2018

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FAMILY & FRIENDS OF THE LATE:

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THANK YOU TO OUR PARTNERS

(i.e. those organisations who have worked in partnership with us in some way this year)

African Caribbean Care Group
Age UK
Alfred Newton Solicitors
Alzheimer's Society
Anchor Housing Association
Autistic Society for Greater Manchester
Bluebird Care Trafford
Central Manchester Foundation Trust
Churches Together in Urmston
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The Jewish Federation
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Trafford Citizens Advice
Trafford Council
Trafford Housing Trust
Trafford Leisure Trust
Trafford Libraries
University of Manchester
University of Salford
Urmston Conservative Club
Urmston Partnership
Voice of BME Trafford
Woodcocks Haworth & Nuttall

and Greater Manchester local Age UK organisations



Head Office

The Sharples Building, 1-3 Church Road, Urmston M41 9EH

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E-mail: admin@ageuktrafford.org.uk

Web site: www.ageuktrafford.org.uk



FOLLOW US ON



@ageuktrafford
@dementiaadviser

If you would like more information about us or would like to access our services, please contact us at the addresses below:

Information & Advice line: 0161 746 3940

Dementia Advisers: 0161 746 3944

Prevention & Wellness: 0161 746 9752

Day Support Services: 0161 672 9644

Falls Prevention: 0161 672 9642

Trafford Care Consortium: 0161 746 3943

Opening Times for Information & Advice
0161 746 3940:

Monday-Thurs 9.30-1.00pm (out of hours link to National Helpline)

Legal Surgeries at Urmston available by appointment: every Wednesday

CONTACTS:

Chief Executive: Ann Marie Jones

annmarie.jones@ageuktrafford.org.uk

Finance & Personnel Manager:

Jayne Wakefield

jayne.wakefield@ageuktrafford.org.uk

Day Support Manager: Joanne Gorton

joanne.gorton@ageuktrafford.org.uk

Care Navigator:

natalie.savage@ageuktrafford.org.uk

Dementia Advisers:

dementia.adviser@ageuktrafford.org.uk

Prevention & Wellness Manager:

karen.glendinning@ageuktrafford.org.uk

Falls Prevention Co-ordinator:

tom.snape@ageuktrafford.org.uk

Administration: admin@ageuktrafford.org.uk

FOR SHOP SALES

Our shops open Monday to Saturday inclusive, as a rule of thumb you will find them both open between 10am-4.00pm. Please check with shop for exact opening times as they may open earlier and close later depending on customer requirements and seasonal variations.

Ashton on Mersey Shop

22 Green Lane, Ashton on Mersey, M33 5PP

Tel: 0161 905 1438

For Shop, Vintage Sales and Fancy Dress Hire

Sale Moor Shop

137 Northenden Road, Sale Moor M33 3HF

Tel: 0161 976 2444

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