

What's Happening - In Brief

A Note from Amanda Allen (Acting CEO of Age UK BRWF) - April 2021

- I begin this month by welcoming back our Retail team! After over three months of closure with the latest lockdown, all eight of our Charity Shops have now reopened and, with a new team structure (more information below), we are looking forward to restoring and developing the important role that our shops play within the charity!
- We have also received the good news that we have been successful in our application to the National Lottery for funding to help support our Befriending service for the next two years! Due to purdah, we are having to 'mute' our celebrations until after the 6th May, but expect 'flags-and-bunting' (literally) in next month's In Brief, as this is a positive step in helping us to maintain core services as we continue with our recovery plan
- At the time of writing, the number of Covid cases across our districts continues to fall and many of the most vulnerable in our communities have now had their second vaccination. Whilst we are actively looking at ways to start re-instating services as restrictions are eased, our priority is to ensure that people feel safe and comfortable so, in line with the roadmap, we are planning a slow and steady approach. It is only as we start to 'unlock', that we will fully start to appreciate the wider impacts and the longer-term effects that the pandemic has had on older people within our communities, but I know that as a team we will continue to come together to do everything that we can to be there and to help!



Meet the Team - Age UK BRWF's new Retail Structure

- To support the development of our Retail operations, earlier this month **Head of Retail, Sue Howdle**, announced a new team structure
- Our previous structure had Cluster Managers (and some Assistant Managers) working across two shops. To help provide continuity, focus and to support the development of the shops as community hubs (tailored to the needs of their local area) each shop will now have a dedicated Shop Manager and Assistant Manager. We will get to know the team more over the coming months (and there are many familiar names and faces) but our 'new' Shop Teams are as follows:
 - **Bridge Street** (Stourport) - Shop Manager Kerry Southall, Assistant Manager Tracey Shepherd
 - **Church Street** (Bromsgrove) - Shop Manager Kellie Mcgrath, Assistant Manager Lynn Linley
 - **Golden Cross Lane** (Catshill) - Shop Manager Rachel Fletcher, Assistant Manager Tina Walker
 - **Lickhill Road** (Stourport) - Shop Manager Kate Laudyr, Assistant Manager Millie Southall
 - **Mason Road** (Redditch) - Shop Manager Marie Degville, Assistant Manager Stacie Henderson
 - **Matchborough** (Redditch) - Shop Manager Angie Bassett, Assistant Manager Debbie Stack
 - **New Road** (Rubery) - Shop Manager Shirley Parry, Assistant Managers Charmaine Howlett & Hayley Davis
 - **Providence Road** (Bromsgrove) - Shop Manager Luke Wardle, Assistant Manager Ruth Stokes
- Speaking about the restructure, Sue said *"After such a difficult and uncertain 12+ months, I see this as a really positive change for the team and the charity. The team have responded fantastically to all of the challenges of the pandemic, but having a dedicated team for each shop now provides that focus and opportunity for development. It has been great to hear all of the lovely 'Welcome Back' comments that the team have received since we have reopened, and footfall numbers have been really encouraging. As we approach ten years since we opened our first charity shop, I am looking forward to our Retail operations (including our online store) continuing to develop their role and presence as part of Age UK Bromsgrove, Redditch and Wyre Forest!"*



#CaptainTom100 - Are you up for a Challenge?

- On 6th April 2020, Captain Tom Moore set off from his garden to raise money for the NHS. To honour him, and to build on this legacy, **The Captain Tom Foundation** are inviting everyone to create their own challenge around **the number 100** from **Friday 30th April** (which would have been Captain Tom's 101st Birthday) to **Monday 3rd May** to raise money for charity - Age UK BRWF is really pleased to be one of the charities that people can support with the Captain Tom 100 Challenge!
- Tackling loneliness** was a cause that was close to Captain Tom's heart, as it is to us at Age UK BRWF. So, as part of the challenge, we are looking to set up our own 'Team Age UK BRWF' to walk a collective **100 Miles** to help raise awareness of loneliness and why our **Befriending** service and groups, including **Bromsgrove Men In Sheds, Amphlett Hall Computer Clubs, Tulip Tree Friendship Group** and the **Redditch Social Groups and Activities** are so important, and why we need to ensure that we can get things back up and running as soon as restrictions allow
- Whether it be half a mile walk to the local shop or your normal 'socially-distanced' walking the dog in your local park, we asking members of the Age UK BRWF family to get involved and **help us achieve 100 miles** over the challenge weekend! You can 'pledge' your support (and the number of miles you plan to walk) by visiting our [website](https://bit.ly/2PeFf7x) (<https://bit.ly/2PeFf7x>) and completing our **Pledge Your Miles** form - this same page will also be used for people to record their actual challenge miles
- As part of raising awareness of our 100 Mile Challenge through our social media etc. we will be promoting our [special fundraising page](#) - donations we receive through this challenge will be used to support those Age UK BRWF services and groups that help to prevent and tackle loneliness
- If anybody would like to get involved, or would like any more information (for example, there are a number of free apps available that can help you track your miles), then please get in touch with **Jo Hughes** (01527 868855/ email Jo.Hughes@ageukbrwf.org.uk). **Let's see if together we can reach 100 miles and help raise funds and awareness so that we can make 30th April (through to the 3rd May) 'a-good-day'!**



Trusted Traders Register

- Age UK BRWF's Trusted Traders Register** has been a popular free service for many years. Thanks to funding from Bromsgrove District Council's Equality Small Grants Scheme, we have been able to review and update the register and also make it available via our [website](#) (as well as being available via our I&A Team on 01527 570490)
- We are looking to expand the register so if anybody would like to recommend a local tradesperson or business, please complete the form on our [website](#)

Help Spread The Word!

- Do you know anybody that might be interested in joining our **At Home** team? The team are currently recruiting for **Gardeners** to support clients in Bromsgrove and Wyre Forest. If you know anybody that might be interested please contact Sam Jones on 01527 868846 or visit our [website](#) for more information



- Volunteers Needed!**
 - The Retail Teams are all reviewing their volunteer numbers at the moment, but both our **Stourport Shops** (Bridge Street & Lickhill Road) are in need of volunteers. If you know of anybody that might be interested, please contact Jo Hughes
 - We are also seeking additional volunteer support for our [Dementia Community Support Service](#). Please contact Jo Hughes



Bromsgrove, Redditch & Wyre Forest
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- Age UK BRWF's **Trusted Traders Register**
- Helping local people who are seeking reliable and trustworthy traders/businesses

Any News? Please contact Jo Hughes on Jo.Hughes@ageukbrwf.org.uk/ 01527 868855