

Annual Review and Impact Statement 2018/2019

Age UK Cambridgeshire and Peterborough



**“Grow old along with me!
The best is yet to be”**

Robert Browning

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Hazel Williams MBE
Chairman



Melanie Wicklen
Chief Executive

Foreword

Chief Executive Summary

In 2018 we saw a number of significant changes, most notably by the retirement of Gloria Culyer, Chief Executive, who had worked with the organisation for over 35 years.

Gloria herself implemented many developments whilst leading Age Concern Cambridgeshire for a majority of her career, through to embracing the early adoption of the Age UK brand partnership in 2010. This was a significant decision for Gloria and the Board of Trustees at the time, when a number of local partners decided to step away, to become independent charities in their areas. More recently Gloria was instrumental, with the late David Bache, then Chief Executive of Age UK Peterborough, in the merger of Age UK's Cambridgeshire and Peterborough, which took effect on 1st April 2016. We wish Gloria a long and happy retirement and thank her for her many years of dedication to support older people in the county.

Sadly 2018 was the year that we lost three key committed individuals, and firm friends, of the organisation. David Bache was the Chief Executive of Age UK Peterborough until his retirement on 31st March 2016. Yusafali Bandali, a Board member for Peterborough and then subsequently became a Board member for the newly merged organisation, and most recently Maurice Garner who for many years was a Board member of Age Concern and then Age UK Cambridgeshire until the merger with Peterborough. We send our thoughts to the families who have lost loved ones and cherish the legacy of their contributions.

Over the course of the past year we have seen many changes and additions to our service offerings such as the introduction of our Cambridgeshire County Council commissioned Visiting Support Service for Older People, across Fenland, East Cambridgeshire and Huntingdonshire, supporting those who are experiencing difficult, often unexpected, periods of their lives such as sudden bereavement, financial and housing difficulties. In the short period that the service was offered from 3rd September 2018, over 370 individuals received dedicated support and many more have visited our community hubs to seek guidance. Through this service and other Information and Advice services we have helped eligible older people across Cambridgeshire and Peterborough access over £2.3 million in welfare benefits per year. Not only does this reduce poverty but brings added openings such the ability to pay for extra support and enjoy the nice things in life such as socialising, in turn tackling and reducing the risk of isolation.

Our Community Warden services in Cambridgeshire and Community Support at Home in Peterborough, have helped on over 53,000 occasions, demonstrating that the small things can make a big difference in life. So much so, that recognition for these services continues to grow and we are delighted to have launched new services in Stapleford and Cambridge City. Additionally we are talking with other local village representatives who have expressed an interest in working with us to develop services in their areas.

We have helped over 200 patients to be discharged from hospital at the right time by installing measures, such as key safes, to enable them to feel safe, giving the individual peace of mind and comfort knowing they are in their own home, but also supporting our much stretched health system to free up beds for other patients. We have recently introduced a sign written van for use by the team, this enables us to promote our services but also makes a cost saving which in turn means we will be able to help more service users, so please do look out for us!

Our support for Friendship Clubs has expanded with a boost from the Innovate and Cultivate Fund with nearly 450 people getting together each week. Our Day Centres continue to welcome individuals who would often otherwise not see many people each week, enjoying social activities and friendship.

We recognise there are areas within our services where demand is outweighing our ability to deliver, especially with rising costs. Unfortunately we have taken the very difficult decision to close our Gardening Service from mid-July this year. This has been a distressing time for all and we wish our gardeners the very best for the future. We also remain committed to supporting older people to access trusted gardening services.

As we embark on a new five year organisational strategy we will work with older people, our Board of Trustees, team of loyal staff and over 500 volunteers to shape our future, keeping our core purpose at the heart of all we endeavour to achieve. We will take a particular focus on the high impact services such as Home Cleaning and Sharing Time, our befriending service, seeking ways to create sustainable models, ultimately being able to offer support to the growing number of older people. In order to achieve our objectives, and considering the financial challenges being faced by many voluntary and statutory organisations, we will increase our campaigning, communications and fundraising activities through social media, networking, grants and other income generation opportunities.

We proudly estimate that over 26,000 older people have in some way benefited from the support of Age UK Cambridgeshire and Peterborough over the course of the last year, however it is vital that we work with and for our older population and their carers and whilst we are currently riding a fairly difficult storm we have the passion and drive to ensure our focus secures the future.



About Us

The charity object as stated in our governing document is

“The relief of need caused by or connected with old age by exclusively charitable means...”

Our mission is all about helping older people make more of life. We have agreed five outcomes to help us achieve our mission, which will enable older people to:

- Be more independent and enjoy a better quality of life, with less need for more intensive services, whilst feeling safe within their own homes and communities.
- Be well-informed and aware of, and able to participate in, their local communities.
- Enjoy improved health and well-being.
- Be supported in volunteering and community participation.

And

- That Age UK Cambridgeshire and Peterborough will be sustainable and stable for the future.

We meet our objectives by delivering a variety of services, through our **Communications and Campaigning** activity and by providing good **Governance and Management**.

Our Services

Information and Advice:

We provide rights based information which older people and their carers can use with confidence to make informed decisions and choices. [See pages 10-15](#)

- Information, welfare assistance, guides and fact sheets
- Visiting Support Service for Older People
- Older Residents' Co-ordinator, Girton

Social Opportunities:

We aim to reduce social isolation by bringing people together, providing environments to meet people and develop friendships. [See pages 16-21](#)

- Day Services
- Friendship Clubs
- Sharing Time
- Volunteering

Practical Support:

We help older people to remain independent in their own homes. [See pages 22-26](#)

- Cambridgeshire Handyperson, Home Checks and Home Energy Checks
- Community Support at Home and Community Wardens
- Homes and Gardens

Activity Profile and Impact Statement

We continue to promote aging well and support people in the way in which they wish to live as they grow older. Usually this means supporting independence, living at home, engaging with the local community and helping to make links so that people can take part in social activity, meet other people, develop and sustain friendships. All these elements help the aging well process.

Some comments we have received

- “ Thank you so much for organising to visit this afternoon. What a wonderful job you did.”
- “ Please pass on our thanks and sincere best wishes. We are truly grateful for fitting us in to you very busy schedule. It was an excellent service and we go home much happier.”
- “ As someone who has used and is using the services and having had the privilege of being an employee I have seen the organisation from the inside and the outside and have observed how valuable it is to the community.”
- “ I am am extremely pleased with the service, you are very thorough and hard working.”
- “ Thank you for helping me stay at home with my Carer by putting up four grab handles.”
- “ I would like to thank Age UK - who have been helping with my shopping during my mourning period. You have always been a great support throughout which is so much appreciated.”
- “ You have kept in touch with me and given me moral support. I do not know how I could have managed without the help of and Age UK during this difficult period.”

If it concerns an older person,
it concerns us.



Information and Advice Service

We offer free, impartial and confidential information and advice to older people, their families and carers on a range of issues affecting older people such as:

- Money – Pensions, Welfare Benefit Entitlements, Consumer
- Personal Health, Disability and Social Care
- Housing – Community Care, Residential Care
- Transport Options, Blue Badges
- Personal Safety and Wellbeing
- Leisure, Education and Employment
- Advice on the full range of Age UK Cambridgeshire and Peterborough Services.

We helped on almost 13,000 occasions, by providing assistance and support over the telephone and in face to face meetings. We guide people through often complex information and difficult conversations to enable them to make informed choices and decisions. We have supported people to apply for benefits to which they are entitled, aiding them to improve their circumstances.

Estimated benefit take-up	£1,800,000
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We have a range of useful leaflets that support an older persons requirements

40 Information Guides	58 Fact Sheets
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What our information and advice service users say about us:

- “ The information and advice team were able to put in place an adult social care assessment which was a great relief.”
- “ You helped me obtain welfare benefits that I didn’t know existed, this has made such a positive difference on my life.”
- “ Thank you for just taking the time to listen, not once did I feel you were rushing me.”
- “ Your advice has helped me manage my money better and reduce my arrears. Thank you.”
- “ You have given me a network of support and I no longer feel isolated.”
- “ Thank you for doing such a simple thing as calling me back, I didn’t feel forgotten.”

Visiting Support Service for Older People (VSSOP)

The Visiting Support Service for Older People was introduced in September 2018 and operates across Fenland, East Cambridgeshire and Huntingdonshire.

The service offers free support for over 65's particularly when experiencing a difficult period, such as bereavement, ill health, financial worries or housing concerns. The service supports our service user to access services and support networks.

Estimated benefit take-up

£500,000 +

Support is provided on a range of issues which include:

- **Assistance with forms and applications** including welfare benefits, blue badges and grants etc. Help with paperwork and liaising with third parties, organising bills and payments etc.
- **Assistance with housing choices**, including care homes.
- **Adapting to changing needs**, such as considering falls prevention equipment and aids.
- **Information** about and/or referral to social groups and leisure activities.
- **Help to access a variety of services** including support to access care provision.

The service has supported 372 service users. We estimate we have helped our service users claim over £516,518 in benefit take up.

372 service users

£516,518 benefit take up

£500,000

estimated
benefit take up



What our VSSOP service users say about us:

- “ We were struggling to achieve a housing bid acceptance, and indeed seemed a long way off. You were able to see the dangerous situation my sister was living in, used your knowledge and compassion to find a property within a couple of weeks. We had been trying for months! We cannot thank you enough!”
- “ I would highly recommend this service, we were treated with courtesy and respect and have improved our quality of life.”
- “ Your VSSOP Officer support has helped the service user selling their property and now purchasing a bungalow nearer to support, that is much more suited to their health needs for both now and in the future. I would just like to say a big ‘Thank You’ to for the time and support provided, it really is very much appreciated.” **Adult Early Help Team, Cambridgeshire County Council**



The Girton Older Residents' Co-ordinator

The Girton Older Residents' Co-ordinator provides information, aims to develop current local activity and introduce new events and groups in the South Cambridgeshire village of Girton.

The Co-ordinator has held the following types of events over the previous year:

- Talks on Scams and Fraud
- Held a Peer event
- Social afternoons
- Regular coffee mornings
- Various exercise and activity classes

“ This service provides reassurance for our community and our co-ordinator is very friendly and informative.”



Social Opportunities

We provide opportunities to socialise, make friends and receive support.

- Day Services
- Friendship Clubs
- Sharing Time
- Volunteering

15 Friendship Clubs	14,291 attendances
9 Day Services	5,470 attendances

Our clubs offer an opportunity for older people to leave the house to meet with others, enjoy activities, entertainment and have a meal.

Over 20,000 opportunities to socialise: an average of 1,666 attendees every month.

What our Day Services and club users say about us:

“All of us enjoy coming to the day centre some of us come three days a week. We come to socialise and to make new friends.””

“We are one big happy family here, nothing's too much for the Staff and Volunteers to do, they always have a listening ear and help us in every way.”

“The Staff are dedicated in what they do, the activities are brilliant, dinners are good, and all of us enjoy our afternoon game of prize bingo and day trips out.”

“We look forward to the pre-school children coming to do activities and sing to us. We are all very happy coming to the Daycentre.”

20,000+

Over 20,000
opportunities to
socialise



“It gets us out of our homes and we don't feel so lonely and isolated.”



Sharing Time

We provide weekly friendship and support, sharing time to reduce loneliness and social isolation, delivered by trained volunteers. We currently have 431 volunteers who visit someone at home. Volunteers continue to visit during holidays, including over the Christmas period.

25,053 Annual contacts

481 visits per week

What our Sharing Time service users say about us...

- “ My volunteer has been with me for over 4 years and I could not imagine life without her. She is my go-to lady, and means so much more to me than just a volunteer.”
- “ I feel so much safer knowing I have people around me I can ask and trust. When you can't go out and enjoy a good natter it's really nice to have someone come to me. Everyone from Age UK is so nice and helpful, I tell all my friends how lucky I am.”
- “ My volunteer is my wonderful friend and brightens up my day when she comes.”
- “ It was the royal wedding last week and my volunteer brought some fancy cupcakes, sparkly glasses and a tiny bottle of Prosecco for us to have a little Royal wedding party! We had a toast to Harry and Meghan and had a great time together - I really enjoyed it.”
- “ My volunteer brings her dog with her and I throw a ball for it to fetch, which is fun.”
- “ My volunteer greets me with a smile. I feel less lonely.”

481

481 visits per week throughout the year



“I have more confidence now and have his visit to look forward to each week.”

Volunteering

Over 500 volunteers help to support older people and us directly in a variety of ways, with over a further 100 volunteers helping at the Friendship Clubs:

- **Being a friend:** providing companionship with our Sharing Time Service.
- **Assisting in day centres and friendship clubs:** serving food and beverages, helping to run activities and provide companionship and support.
- **Administration:** helping in our offices with phone calls, processing and filing paperwork, and other vital help to ensure our organisation runs well.
- **Information and advice:** assisting with provision of information to the public at strategic points such as at local hospitals, G.P. surgeries, flu clinics, presentation stands at fairs, shows and events.
- **Assisting in our campaigns:** promotion and marketing. Over 20 volunteers modelled for us and allowed us to photograph them, enabling us to create our own copyright image bank for use in our marketing materials.

What our Volunteers say about us:

“I enjoy coming to the centre to help out, it gets me out, keeps me busy and we all have a laugh.” **Day Services volunteer**

“Volunteering has given me great benefits. It has particularly given me back my confidence, purpose and self-esteem, which I was lacking mainly due to my bereavement. I felt, because of my age and having a disability that I was redundant and not really needed anymore, especially not having anyone to care for.”

Sharing time volunteer

“I feel as though we are both volunteering, not just me, we share stories, reminisce and enjoy keeping each other company.”

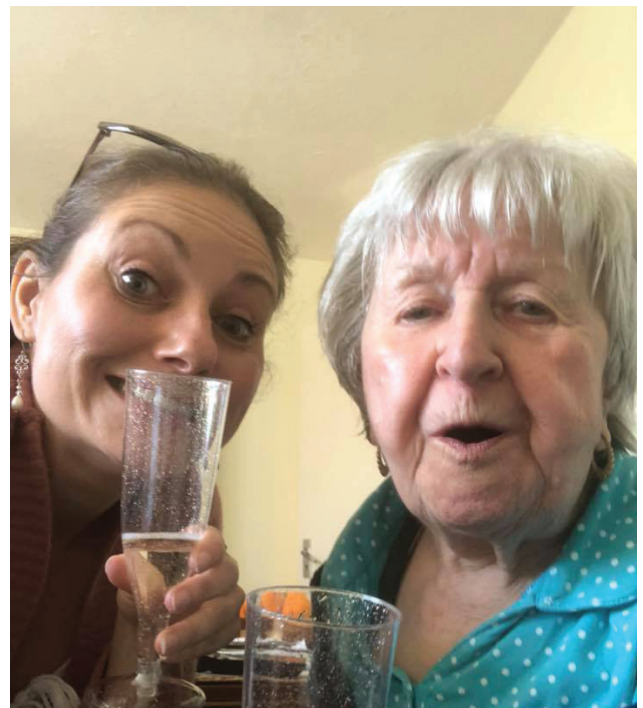
Sharing time volunteer

“Still being able to help someone even when I’m not good myself makes me feel better, everyone should volunteer.”

Sharing time volunteer

“What a fantastic day and a fantastic group of people, Age is no barrier to people enjoying themselves. The group come together to celebrate and this gives me great satisfaction.”

BGL Corporate Team Day volunteer at a Friendship Club



500

Over 500 volunteers help to support older people and us directly in a variety of ways

Practical Support

We deliver practical solutions to people living in their own home, so they can remain safe, independent and enjoy it more:

- Cambridgeshire Handyperson, Home Checks and Home Energy Checks
- Community Support at Home and Community Wardens
- Homes and Garden

Cambridgeshire Handyperson, Home Checks and Home Energy Checks

Our aim is to prevent falls and accidents in the home. We carry out Wellbeing Checks and provide equipment and adaptations to lessen the risks. We also enable people to be discharged from hospital at the right time with correct adaptations made to their home.

- **1,830 households** received support through the Cambridgeshire Handyperson and Home Checks Services
- **211** assisted hospital discharges: average of 18 people a month assisted to return home
- **60** home energy and Stay Well checks
- **Over 2,100** people helped to remain safe living at home.

What our Cambridgeshire Handyperson, Home Checks and Home Energy Checks service users say about us:

“I can’t thank your handyperson enough, he was kind, compassionate and is a real asset to your organisation.”

“As a district nurse, I have seen first-hand the positive impact of your hospital discharge service has on releasing patients from hospital in a timely and dignified manner.”

2,100

Over 2,100 people helped to remain safe living at home.



“Installing the grab rails has made such a big difference to my independence. Thank you!”

Community Support at Home and Community Wardens

Our Community Wardens and community support at home workers help people to live in their own homes with support, providing daily contact, reassurance and general help to remain independent.

We currently deliver a service in 12 locations with 53,500 annual contacts across the services.

12 services

53,500 annual contacts

What our community warden service users say about us:

- “ They are truly wonderful ladies and always there for me. I really don't know what I would do without them. I know that if I have any problems that I can always turn to them to help me. They are willing to go the extra 5 miles, not just 1! I like that they are reliable and I tell all my friends about them.”
- “ It is a lovely service. Once a year we have a get together which is great. It's so nice to see people.”
- “ A fantastic service.”
- “ It's a comfort knowing my warden will visit or contact me to check I'm OK. It makes me feel less anxious.”

53,500

53,500 annual contacts
across the Warden
schemes



“My warden has a heart of gold and nothing is too much trouble, an absolute god send.”

Homes and Gardens

Home help/support

Help with tasks around the home, for example cleaning, laundry and ironing.

22,063 hours of service

1,838 hours per month

400 Households have received support

What our home help/support service users say about us:

- “ I just want to thank my home support worker for all she has done for me, I am now moving into a care home but I will always remember the positive impact she had on my life.”
- “ Without my home support worker I do not know what could have happened to me, she called an ambulance and I believe she helped to save my life.”
- “ My home support worker is reliable, trustworthy and a real asset to you.”

22,000+

22,063 hours of service have been provided



Garden Services

We provide low level maintenance jobs such as grass cutting, weeding and trimming hedges.

6,800 hours of service

400 households used the service each week in the summer

What our gardening services users say about us....

“The gardener I have is reliable and without him I would not be able to manage my garden.”

“It is reassuring that I can call my gardener when I need his services.”

6,800

6,800 hours of service
provided by our Gardens
Service

Communications and Campaigns

We have continued to reach out into our communities and seek opportunities to inform, advise, support and raise awareness. We listen to older people and their carers and offer practical help and guidance, whilst also campaigning for improved services.

We have:

- **Attended 124 talks and presentations** delivered face to face, given at places such as: Parish councils, GP surgeries, community groups and clubs, schools, conferences, residential homes, stands at events, markets and shops.
Over 8,500 people attended during the year, an average of over 700 per month face to face reach through our talks, presentations and attendance at events in the community.
- **Given 11 radio and TV interviews** on local TV and radio stations, to include subjects about our services, loneliness, retirement, scams and fraud, reaction to topical news stories and our campaigning activity.
- **Hosted three General Meetings** last year attended by just over 200 older people. Providing information, opportunity to gather views and opinions and entertainment for a social event.
- **Met regularly with local decision makers and planners** to ensure the needs of older people are represented and to influence the development of services to meet needs. We are members on a variety of partnership boards and steering groups.
- **Grown our digital media.** Our website remains a popular resource for people, not only visited by thousands of individuals but is also accessed by staff from our local authorities and NHS services. Our social media presence has increased, furthering our aim to raise awareness and enable signposting to our services.
- **Provided information** and editorial in a number of local newsletters, health and lifestyle brochures and magazines.
- **Refreshed our marketing publications** and with the support of volunteers created our own copyright bank of images.

124

Talks and presentations delivered face to face



Melanie Wicklen recording a video diary at Collusion event.

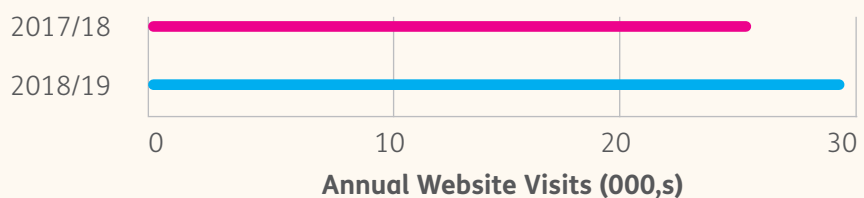


In April 2018, we hosted the launch event of the My Lincoln Road project. This project, led by Collusion, is a community placemaking project celebrating the diversity and distinctiveness of the Millfield area in Peterborough. We welcomed a number of local people from the community to share their memories.

The Statistics

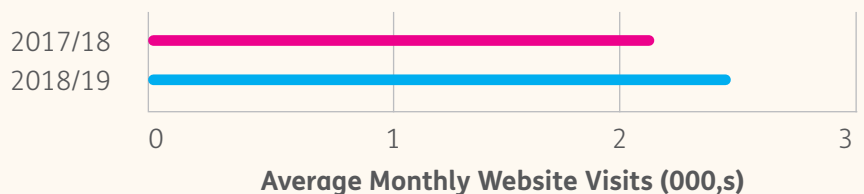
Our Website

Our Website - Visits

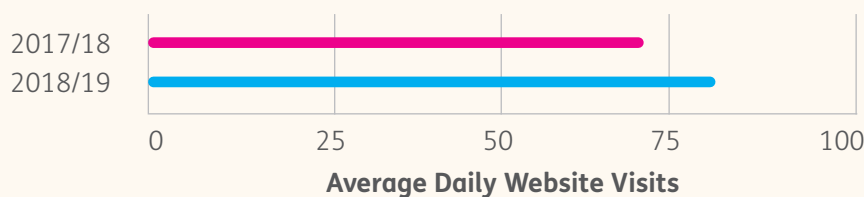


Our website usage has increased 15.6% since 2017.

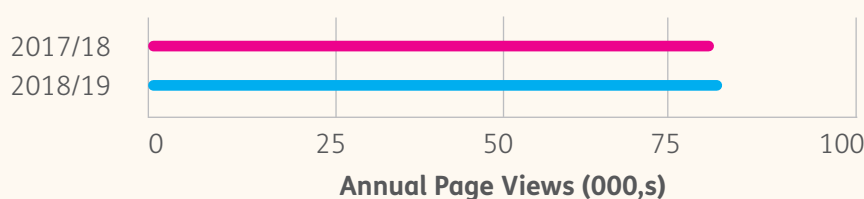
For 2018/2019 we had 29,481 visits to website (2,457 average per month / 80 average a day).



+15.6%

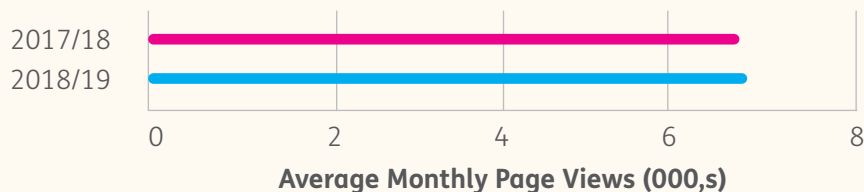


Our Website - Page Views

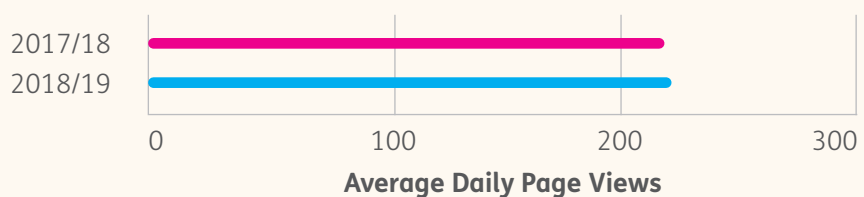


Our website page views have increased 1.4% since 2017.

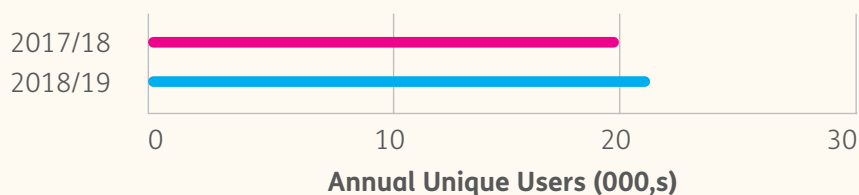
For 2018/2019 we had 81,401 website page views (6,783 average per month / 223 average a day).



+1.4%

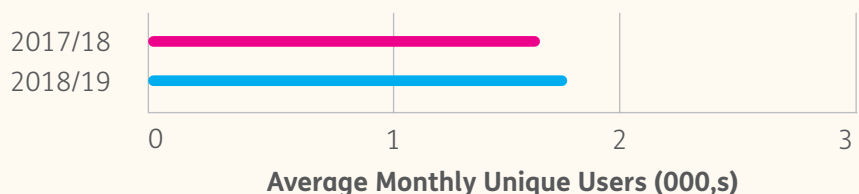


Our Website - Users

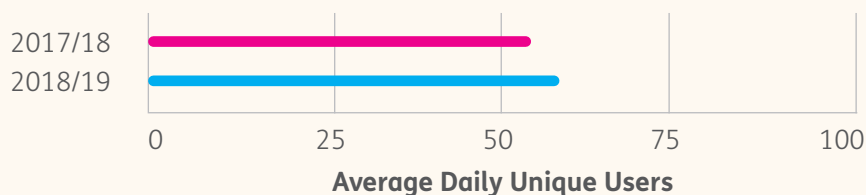


Unique visitors to our website have increased 6.7% since 2017.

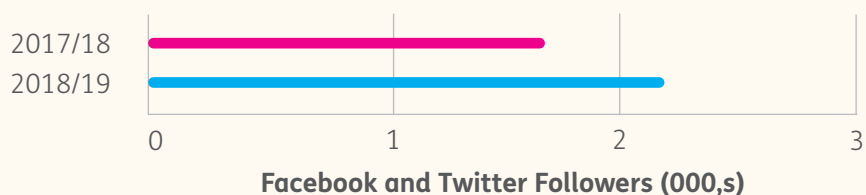
For 2018/2019 we had Unique Users 21,293 (1,774 average per month / 58 average a day).



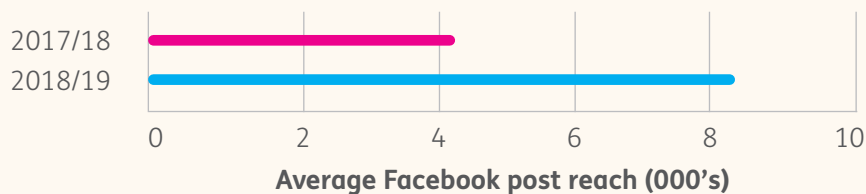
+6.7%



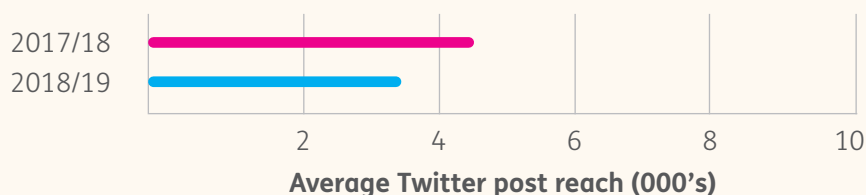
Social Media



Our supporters have liked, commented and shared our posts increasing our community reach and helping us to let people know what we do and how we can help.



Overall in social media we are reaching over 11 thousand people a month and have 2,220 followers on Facebook and Twitter.



2,220



Local Brownies group make christmas cards for Sharing Time service users

Campaigns

We have ongoing campaign activity that supports our mission statement, but also have specific campaigns that change following the national Age UK brand partner lead or an identified local strategic direction. Over the last year we have especially promoted the theme of the arts and creativity for wellbeing and the benefits of volunteering.



Fenstaton Knitters

Campaigns Summary:

Raising awareness and influencing

- Reducing Loneliness and Isolation - No One Should Have No One
- Scams and Fraud
- The Lent Challenge with the Diocese of Ely schools.
- Pension – Changes, Age Gap pension tax – for mixed aged couples
- TV Licences - Switched Off: Save free TV for older people

Health and Wellbeing /Promoting Aging Well

- Seasonal public health advice
- Creativity for Wellbeing
- Fitness

Volunteering

- Benefits of volunteering
- Providing more choices

Fundraising

- Big Knit
- Charity of the Year
- Developing online donations, corporate support and sponsorships



Talking on Radio Cambridgeshire with two Sharing Time volunteers about volunteering

A few highlights:

No-one should have no-one

It is predicted that between 2008 and 2033 there will be a 44% increase in the number of 65-74 year olds living alone, a 38% increase in those aged 75-85 and a 145% increase in those aged 85+. Research shows that being lonely can have a negative impact on physical and mental health.

We continue our work to combat loneliness through influencing, campaigning and service provision. We strive to strengthen our communities to tackle loneliness through loneliness reduction services. Creating opportunities to have social interaction and make friends, increasing community resilience..

Improved community-based loneliness services, not only helps individuals to live more happily but may help alleviate pressures on the NHS.



Appearing on BBC Look East television news to discuss the impact of scams and fraud

Scams and Fraud

Every year, millions of people in the UK are victims of scams. People of all ages can be scammed. Scams can have serious financial and emotional consequences for victims, and can lead to feelings of guilt, shame, embarrassment, fear, and anxiety. We campaign to raise awareness, to help people feel more confident at being able to spot and avoid scams and to know where to get support. We have taken part in television and radio interviews.

We have signed up to be a board member of the Cambridgeshire and Peterborough against scams Partnership. Across the county it is estimated there are approximately 5000 criminal offences relating to Scams and Fraud committed every month. We have committed to the charter to help:

- Increase knowledge and awareness of Scams and Fraud to the public and our service users.
- Delivering training to our staff on Scams awareness
- Supporting Victims
- Improving joint working and referral pathways
- Improved safeguarding of our service users.

As a result we are seeing our service users raise potential scams with our staff and volunteers.



Bishop Stephen's Lent Challenge

In partnership with The Diocese of Ely we are engaging with social action projects, promoting 'courageous advocacy' as promoted by Bishop Stephen with the launch in March 2019 of The Lent Challenge called 'When I'm 64'. During the four week period of Lent a variety of activities were delivered in schools and local communities with a clear focus upon intergenerational work and supporting the needs of older people. During the challenge we delivered an assembly in 8 schools to approx 1,800 pupils, potentially reaching 3,600 parents and 7,200 grandparents.

Switched Off: Save free TV for older people

We support a national campaign to save free TV licences for the over 75's. We have collected local signatures for the campaign petition to demand the Government takes back responsibility for keeping TV free for the oldest people in our society. Under new plans, only older people who receive a benefit called Pension Credit will receive a free TV licence. But two fifths of people who are entitled to this benefit – about 1.2 million pensioners – aren't getting it. Some don't know they can claim, many struggle to apply and lots more feel embarrassed about needing help.

- Half of all over 75s are living with a disability, and many rely on their TV for companionship and entertainment.
- For those who don't have the internet, TV lets them stay up to date with what's happening in the world.
- Age UK research shows that more than 2 million over 75s will have to go without TV or cut back on heating and food if free TV licences were scrapped.



“Your talk was fantastic and really opened our eyes to the issue of loneliness, as a school we are now more aware and can be more proactive in supporting our older residents” **Bury C of E School – Part of the Diocese of Ely**

Children from St Mary's Primary School, Ely welcomed older people from the local community to attend a special assembly to mark the launch of the Lent Challenge



Creativity for Wellbeing

A campaign based upon Age UK research entitled The Index of Wellbeing. In summary, the findings of this report, were that participating in creative and cultural activities had the biggest impact on wellbeing, coming the top-most contributor to wellbeing in older age, whatever an individual's circumstances.

During the year we encouraged participation, particularly within our day services and offered a range of 'taster' activities at our general meetings. This included, storytelling, visual art, woodwork and journaling demonstrations, shedders association, music, dance, crafting, and performance arts.

At our autumn meeting performing artists, entertained our audience with a live jazz band and songs and we also worked with them to produce a short film funded by the Arts Council.

The artists wished to explore "intergenerational divide, perceptions and stereo-types" and created a 30-minute documentary record of conversations with people, from a variety of backgrounds and age ranges with some of the people attending our meeting. The film is on You Tube and can be viewed via our website news item page entitled "Age is just a number".

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We have gained a Five Star Focus accreditation with the Volunteer Centres Cambridgeshire and Peterborough.



Volunteering

We promote volunteering and emphasise volunteering as an activity in later life. Research has shown that people who volunteer are healthier and have improved wellbeing. We increased our opportunities to volunteer and now have a number of roles that can support our services whether it be in a group situation, on a one to one basis, in the office, in the community or at home, communicating face to face, via media or on the telephone.

In June 2018 we received a Special Recognition Award from the High Sheriff of Cambridgeshire, Dr. Andrew Harter CBE, having been nominated by volunteers for **“Demonstrating best practice in involving and valuing our volunteers”**. We were one of only five organisations across the county to receive an award.

We have gained a Five Star Focus accreditation with the Volunteer Centres Cambridgeshire and Peterborough.

We are on the steering group of Age UK National Volunteer Team which advises on changes to any of the Age UK partner network services. We are very pleased to have the opportunity to contribute and influence the networks' volunteer support and development process.

The Big Knit

This annual campaign raises vital funds to support our services and winter projects. The Big Knit brings people and communities together in knitting groups, or for individuals to take part.



What others say about us

Carers:

- “Thank you so much for visiting my Dad and spending time chatting with him. I saw him yesterday and he told me how much he had enjoyed your visit.”
- “When my husband attends the Friendship Club, it's my day off, it's lovely. He has a meal, so that's a day when I don't have to cook, and I can just make something simple. It feels like I'm not responsible for him for a whole morning and it gives me time to do what I want”
- “It has been a real lifeline for me, Mum's a different person since going to the club, every week the benefits seem to grow, she is beginning to develop friendships and she looks forward to going. I know that she is meeting other people, people her own age with whom she can talk about things. It's made a massive difference to our relationship, we can be mother and daughter again. I can't thank you enough for all that you do!”



“It is great to see Age UK being so supportive and proactive in the CAPASP programme”

Other Professionals:

“ It is great to see Age UK being so supportive and proactive in the CAPASP programme. We value the knowledge you bring and the doors you have opened.” **Cambridgeshire County Council**

“ Thank you for working in partnership with us to help safeguard the residents of Cambridgeshire. We look forward to a continued positive working relationship.” **Cambridgeshire Constabulary**

“ In the past year both Peterborough City Council and Cambridgeshire County Council have been delivering a Positive Challenge Program that has embraced the understanding that preventative services are key to supporting older people to remain at home longer. Age UK services have been and continue to be a cornerstone of those preventative services and with other voluntary services work collectively to support the increasingly complex agenda for Social Care and Health. Local Authorities need to support people differently using a neighbourhood based approach, and alongside partner agencies such as Age UK we will be able to meet the needs of our citizens across Cambridgeshire and Peterborough”. **Peterborough City Council**

Staff and Volunteers:

Some of our staff and volunteers explain why they are proud to be part of our organisation.

I'm **#ProudtobeAgeUK** because... I have made a great friend. The visits should be an hour a week but we never count as time goes so quickly! (Service user name) is very interested in what I'm doing and gives her opinions. I learn so much from her and feel proud she is willing to share her experiences with me. **Sharing Time volunteer**

I'm **#ProudtobeAgeUK** because... I am a new community warden and before I joined Age UK I felt ready for the scrap heap, now I love waking up and coming to work. **Community Warden**

I'm **#ProudtobeAgeUK** because... the smile on my service users face every time they see me, make me realise just how lucky I am to work for Age UK and I wouldn't change it for anything. **Community Warden**

I'm **#ProudtobeAgeUK** because... As an employer you have been really supportive helping me managing my welfare needs and supporting me through a difficult period of time. I have felt you have listened and tried to help me find a solution. Not many employers would do what you have done. Thank you. **Handyperson Team member**

I'm **#ProudtobeAgeUK** because... I feel empowered to make decisions and feel supported by my manager that it is ok to make mistakes and learn from them. I don't feel like my every move is being scrutinised. **VSSOP staff member**

I'm **#ProudtobeAgeUK** because... the energy given by all our staff and volunteers to help, support and guide older people is inspiring. Staff are so passionate and caring that it is a joy to come to work. **Manager**

I'm **#ProudtobeAgeUK** because... Since joining Age UK Cambridgeshire and Peterborough 8 years ago I have been warmly welcomed, closely supported and made to feel valued and part of the team. **Sharing Time Volunteer**

I'm **#ProudtobeAgeUK** because... because after 21 years of volunteering here I still enjoy every moment. **Sharing Time Volunteer**



I'm **#ProudtobeAgeUK** because... When I first enrolled as a volunteer in 2012, I was always made to feel welcome and respected as a volunteer. The team impressed me with their dedication and sincerity in doing their utmost to help older people whether in their own home, the Community or Day Centres. I enjoyed working alongside them all.

Sharing Time volunteer



David Bruch
Treasurer

Treasurer's Review

We are happy to report that the income on the Charity at approximately £1.83 million is an increase over the previous year.

Overall the out turn for the year is not as good compared to the previous years, due to the fact that we did not receive any legacies.

£1.94 million of the Charity's income has been spent on services and activities outlined in this review and impact statement.

During the year we were awarded a large 4 year contract Visiting Support Service for Older People (VSSOP) and this has generated a welcome contribution to core funds to enable us to carry out our unrestricted activities.

The income of Age UK Cambridgeshire and Peterborough comes from grants, trust funds and contracts which enable us to provide the wide range of support services.

We also rely heavily upon the generosity of local people who support us to enable us to provide a wider range of services than would otherwise be possible.

We are grateful also for the financial and practical help received from local Companies and we look forward to further developing such partnerships in the coming year.

Although times are difficult in the commercial world, our trading subsidiary, Age UK Cambridgeshire & Peterborough Enterprises Ltd continue to donate unrestricted funds to support our work.

As you will have read more than 500 people volunteer and give generously of their time throughout the year.

If this work were paid for at the National Living Wage the cost would amount to more than £600,000 per year.

As ever a heartfelt thank you to all our supporters who have given time, made a donation in the memory of a loved one, bought a product or helped us in any other way.

We trust you will continue to help our work in the coming year.

A copy of our full accounts is available on request to:

Age UK Cambridgeshire and Peterborough
2 Victoria Street,
Chatteris,
Cambridgeshire PE16 6AP.

Our Supporters & Charity of the Year

We were beneficiaries of a yearlong fundraising campaign organised by Linx Printing Technologies in St Ives. Through various sponsorships and fundraising events arranged by the staff, the organisation donated a total sum of £10,000.

We thank Zest Communications for sponsoring our publications review and for the second year donating the production time of our Annual Review.

We wish to acknowledge with heartfelt thanks the legacies we have received during the year, together with in memoriam gifts and especially thank families for thinking of us at their time of loss.

We are very grateful for the support of the following organisations, without whom we would be unable to deliver such a wide range of services.

Asda Printing
Balsham Parish Council
Bethel Church
Cambridgeshire County Council
Castle Camps Parish Council
Cambridge City Council
D&J Lloyd Comm First Fund
DG Marshall of Cambridge Trust
Diocese of Ely schools
East Cambridgeshire DC
Fenland DC
First Utility via Age UK
Girton Town Charity
Histon & Impington Parish Council
Horseheath Parish Council
Huntingdonshire DC
Linton Parish Council
Linton ACE's
Linx Printing
Littleport Townlands Charity
Littleport Parish Council
NHS Cambridgeshire & Peterborough CCG
Pye Foundation

Rotary Club of Wisbech
South Cambs District Council
Shudy Camps Manages Trust
Stapleford Parish Council
St Andrew's Parochial Church Council
St Matthews Youth Group
Swavesey Parish Council
Teversham Parish Council
Thomas Galon Charity
Tony Rampton Trust
Waterbeach United Charity
West Watting Parish Council
West Wickham Parish Council
Weston Colville Parish Council
Cambridgeshire Community Foundation
Carers Trust
Peterborough City Council
Waterbeach Parish Council

Plus other anonymous donors and those who have individually and in clubs, raised funds for our cause.

These donations are all gratefully acknowledged.

Governance and Management

Age UK Cambridgeshire and Peterborough is an independent charity. We are a non-profit making organisation, directed by a board of trustees. Our trustees are a group of volunteers who have legal responsibility for the governance and management of the charity. Day to day operations are delegated to the Chief Executive, Melanie Wicklen, working closely with a management team, staff of 156 people, being the equivalent to 54 fulltime people and 550 volunteers.

In conclusion

We welcome your feedback on this document and any of our other publications. Please look at our website which is informative, not only about our services and our campaigns, but also has regular news articles, details of events and all of our contact details. Please let us know if you would like to be added to our mailing list. Do tell us about what's happening in your area that might affect the lives of older people and let us know how we can help.

Board of Trustees

Hazel Williams MBE (Chair)

Clive Adkin (Vice Chair)

David Bruch FCA (Treasurer) *

Adrian Kirby

Peter Clements

John Holdich OBE

Brian Parsons

Alison Reid

Michael Bond

Alex Alexander*

Julie Weaver

President:

Dr Stephen Webster MA, MD, FRCP

Chief Executive

Melanie Wicklen

*Directors of Age UK Cambridgeshire and Peterborough Enterprises Ltd

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Find us on facebook and twitter

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www.zestcommunications.co.uk



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