

Annual Review and Impact Statement 2019/2020

Age UK Cambridgeshire and Peterborough



**“It takes each of us to make a
difference for all of us”**

Jackie Mutcheson

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Foreword

Chief Executive Summary

For this period Age UK Cambridgeshire and Peterborough focussed on the continual development and delivery of services and support in order to adapt and meet the changing needs of older people within our county.

Early on in the year we embarked on the creation of our new five year Strategy. It was imperative that we listened to older people and gave all staff and volunteers the opportunity to contribute to our future plan in order to continue and, where necessary, review the approach of our service delivery, as well as securing the sustainability of the organisation. Bringing all shared thoughts to the table in facilitated events, attended by our Board of Trustees and a number of staff, in turn created our vision 'to be the most trusted, reliable and recognised organisation for older people in Cambridgeshire and Peterborough' and our objectives which underpin the direction of Age UK Cambridgeshire and Peterborough in what are challenging but also ever-changing environments. The 2019 -24 objectives are as follows:

- Preventing and reducing poverty and associated risks
- Recognise and support individual needs
- Promoting independence and wellbeing
- Campaigning on local and national matters affecting older age
- Generate funds for long term sustainability of the charity

Many of our achievements really do demonstrate the continuous reference back to our five year aims and we proudly share these with you in our Annual Review and Impact Statement for 2019 – 20.

During 2019.20 we reached in excess of **23,000** individuals plus many more through media interviews. Of these individuals over **4,200** received regular weekly, and in some cases daily, support from a staff member or volunteer.

This equates to over **130,000 contacts** with service users across the year. With the growing need to engage with, and reach, those feeling the significant adverse effects of isolation, such as poor physical and mental health, we are confident that the input through this vast number of contacts will positively contribute to helping those who find themselves in this situation.

We are extremely grateful to all our volunteers for their regular input as a large proportion of the contacts are conducted by them through provisions such as Day Services, Friendship Clubs and Sharing Time. Additionally a number help at our offices or remotely with administration and Communications and Campaigns, which all enable a smooth service delivery.

Our focus on reviewing service delivery, in line with our strategy, began with Home Cleaning which saw the team roles change and colleagues now working together in the Peterborough office. Still managing the effects of the charity merger of Age UK's Cambridgeshire and Peterborough, which took place in 2016, harmonising the service delivery and bringing staff closer together has created both operational and financial efficiencies.

A similar exercise took place with Sharing Time, our befriending service, and Day Services, which again enabled consistency across the county. However sadly, this did result in some positions becoming redundant or reduction in hours and we thank everybody affected by this for the time you spent with Age UK Cambridgeshire and Peterborough and wish you the very best for the future.

It has become ever clearer that the referrals received, whether from individuals themselves, carers, family members or statutory or voluntary partners, are increasingly complex.

Issues such as housing difficulties, low income, causing poverty, sudden and debilitating health concerns has resulted in an increase in Safeguarding referrals to the local authorities and an increase in complex case work through Information and Advice and Visiting Support Service for Older People.

Whilst these are extremely hard emotionally for everybody involved we do have some fantastic examples of where support has contributed to positive outcomes, much like the need for three individuals to move home culminating in a three way house swap! In addition these services provided the information and when required, completion of, welfare benefit applications, to support local older people to receive an annual accumulative benefit uptake of over **£2,000,000**, supporting individuals financially but also our local economy.

We were delighted to receive a grant from NHS England, through Age UK England, to provide practical and emotional support to older patients on their discharge from hospital, particularly needed over the winter period. This has enhanced a collaboration of joint working with the British Red Cross, benefitting the patients receiving the service. We were the only Age UK in England to offer our Winter Pressures Service on Christmas Day and we thank all staff and volunteers for their input over this potentially isolating period when many other provisions are closed; it's worth noting that our Community Wardens have for many years provided their services over the festive period, a lifeline for many. The Cambridgeshire Handyperson Service also made a large contribution to Winter Pressures by installing keysafes and providing furniture moves to make space for the delivery of hospital beds, enabling timely discharges and giving many individuals the comfort to know they were supported to be at home. The Handyperson Team now have a sign written service van enabling more equipment to be carried to appointments and additionally highlighting the presence of the organisation in the county.

The partnership working with voluntary and statutory organisations continues to grow and this joined up approach can only be of benefit to the people we serve.

We are keen to demonstrate the return on investment and potential savings for our stakeholders. Although difficult to prove, due to much of our work focussing on preventative support we estimate that day care or attendance at a Friendship Club commissioned by the local authority, a saving of **£115,000 per annum** is made. Likewise, again reducing the need for domiciliary care by providing our own Home Cleaning Service, which in some instances could be provided by the local authority, utilising local Adult Social Care cost data*, the potential saving is **£11 per hour or up to £350,000 per annum**. Estimates such as these, which can be applied to all our services, really demonstrate the value of collaborative working and we must not forget the added value of practical and social type services which also offer consistent contact and peace of mind; something which the voluntary sector is positively recognised for. We intend now to produce a report detailing estimated combined savings across all our support and services.

As we approached the end of the financial year it was clear that we needed to make changes, very quickly, in order to be prepared for the Covid-19 pandemic and obvious forthcoming lockdown. We implemented measures and changes which allowed us to continue to deliver services, albeit very often in a different way, and ensure everybody we supported at that point had the opportunity to tell us their needs.

Staff and volunteers were re-deployed where required in order that we could provide help for both immediate individual needs, such as grocery shopping and deliveries, and longer term support to prevent loneliness and decline in health. We created, and shared, a useful document detailing available community support across the county; a resource appreciated in both the voluntary and statutory sectors.

As we move into what continue to be difficult times for all parts of society, we pledge to ensure we work with and for older people, not being afraid of change, when change is needed and therefore creating a sustainable future for Age UK Cambridgeshire and Peterborough and most importantly for the people we serve.

*<https://data.cambridgeshireinsight.org.uk/dataset/innovate-cultivate-fund-adult-social-care-costings/resource/f1dc99c6-a356-41f6-86b2>



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 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, advice and guidance giving older people and their carers with the confidence and knowledge to make informed decisions and choices.

See pages 10-15

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

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 22-28**

- Cambridgeshire Handyperson, Home Checks and Home Energy Checks
- Community Wardens
- Homes
- Hospital Support Discharge Service

Activity Profile and Impact Statement

We continue to promote aging well and support individuals to live well in later life. We support independence, helping to delay or reduce the need for statutory interventions, engaging with local communities and helping to create links so that people can take part in social activities, meet other people, develop and sustain friendships which sometimes involves volunteering opportunities that can help to develop new skills and purpose. All these elements contribute to aging well.

Some comments we have received

- “ I feel reassured that there is help out there and that we can have support. I want my wife and me to remain at home but to remain safe too.”
- “ I’m thankful that someone has taken the time to explain and feel happy that should I have any other problems I can ask you to look into the situation for me.”
- “ You did a magnificent job. I had the same person deal with me throughout who was consistent and I genuinely felt that she really cared about me.”
- “ You have helped me out more than anybody else in my life, I am so grateful for your support.”
- “ Thank you. You have made me realise there are still kind people in this world.”
- “ It’s like you turned on a switch inside me, turning my darkness into light, thank you so much.”
- “ You’ve done so much for us: sorted out firm fixing of half step, fixed grab rails, we also have a lady to do cleaning and laundry, we would be lost without her.”

If it concerns an older person,
it concerns us.



Information and Advice Service

We offer free, impartial and confidential information and advice for 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/Blue Badges
- Personal Safety
- Leisure, Education and Employment
- Information regarding the full service range of Age UK Cambridgeshire and Peterborough and other external services.

We helped with almost 10,000 enquiries, by providing assistance and support over the telephone and occasionally in face to face meetings. We guide people through often complex information and difficult conversations to enable informed choices and decisions to be made. We have supported people to apply for benefits to which they are entitled, aiding them to improve their circumstances, often resulting in the ability to access further support.

We estimate that we have helped our service users claim **almost £1,700,000 in annual benefit** take-up.

Estimated benefit take-up

£1,700,000

We have a range of useful leaflets that support our service user requirements.

38 Information Guides

58 Fact Sheets

£1.7M

estimated benefit
take up



What our Information and Advice service users say about us:

- “ Fantastic work, I was really anxious about my current benefits, you were spot on with your advice, it has taken the worry away. If they are all like you on the helpline you are doing an excellent job.”
- “ All the information you gave me was great, it has opened a lot of doors and given me ideas on how I can help myself. Thank you very much for all your help.”
- “ You have been very kind and looked after me. I now have a bed bar and a commode which I am very pleased about; it makes life easier. I also have a lifeline and key safe in place. Thank you for all your help.”
- “ I feel lifted. Talking to someone who is willing to listen means so much. Thank you so much for helping me. I’m managing my money much better and the arrears are reducing each month.”
- “ Thank you for your help with this, I would not be able to do all this without your help.”

Visiting Support Service for Older People (VSSOP)

The Visiting Support Service for Older People operates across Fenland, East Cambridgeshire and Huntingdonshire.

The service offers free support, often face to face, for over 65's particularly when experiencing a difficult period, such as bereavement, ill health, financial worries or housing concerns. The service supports older people to access services and support networks and implement sometimes necessary changes in their lives.

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 619 service users. We estimate we have helped our service users claim over £530,000 in welfare benefits per annum and grants.

619 service users

£530,000 benefit take up

£530,000

estimated
benefit take up



What our VSSOP service users say about us:

- “ I’m so grateful for the wonderful support you have given to me and my concerns about my brother-in-law. You were able to visit, help and support him so quickly, it was such a relief that it brought tears to my eyes.”
- “ I’m so very grateful for your visit yesterday. A team of gardeners arrived today after being told that I would have a 2 month wait. Your phone call made all the difference.”
- “ You have been very helpful with getting me a grant. I’ve just had confirmation that I am going to be receiving the top amount, so thank you very much for your help.”



The Girton Older Residents' Co-ordinator

provides information, aims to develop local activities with the local community and introduces 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:

- Information talks
- Social events and activities
- Exercise and activity classes



Social Opportunities

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

- Day Services
- Friendship Clubs
- Sharing Time
- Volunteering

15 Friendship Clubs	14,220 attendances
6 Day Centres	5,944 attendances

Our clubs offer an opportunity for older people to leave the house for regular socialising, activities, entertainment and meals.

Over 20,000 opportunities to socialise: an average of **1,685** attendees every month.

What our Club and Day Service users say about us:

“ I look forward to Wednesdays, the people are friendly and it’s nice to be with people who are a similar age to me.”

“ I lost my wife some years ago now, I really thought that was it for me, I gave up. My son phoned the centre to arrange for me to come for a visit and I really enjoyed it, there’s lots to do; crafts, games and I love the quizzes.”

“ I love it here, I have made friends and get to have a laugh and good conversation. I have something to talk to my wife about when I get home, she tells me about her day too. I feel a lot happier with life than I did a few months back.”

“ You do an amazing job at the day centre. My husband needs a lot of care and it gives me a break when he is at the day centre. He always enjoys going and it is a real life line for me.”

20,000+ Over 20,000 opportunities to socialise



“I enjoy meeting my friends. Even though my son and grandchildren come to visit, I like being with people the same age as me. We have a laugh.”



Sharing Time

We provide weekly friendship and support, sharing time to reduce loneliness and social isolation, delivered by trained volunteers. 439 volunteers regularly visited someone at home. Volunteers continue to visit during holidays, including over the Christmas period.

24,717 Annual contacts

475 visits per week

What our Sharing Time service users say about us:

- “ Thank you for organising a volunteer visitor for my dad. It has genuinely done my dad good and he says that (volunteer) is a very nice chap! It has helped me in these difficult months too whilst grieving for my mum.”
- “ My volunteer has made such a difference to my life, she is amazing and we have become such good friends. She has brought back fun into my life, she comes every Monday evening without fail. I feel so much better about things and have even started going to art classes again”
- “ It’s always so nice to see (volunteer). I can’t remember things but she rings me and comes to see me and sometimes we go out for coffee.”
- “ (volunteer) who visits is wonderful, we hit it off straight away and it’s one of the nicest friendships I’ve had for such a long time. I’m so pleased we’ve been put together.”
- “ It’s always good when (volunteer) visits, we just chat – a lot! I can rely on her to come every week at the same time. It’s something to look forward to.”
- “ The service is fantastic and my mum’s ‘friend’ has made her life so much better.”

475

475 visits per week throughout the year



“ My volunteer, now my good friend, is a joy I look forward to each week.”

Volunteering

Over 450 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:

- “ I know the lady I visit enjoys my company, and looks forward to our weekly meet ups. We get on really well, and I feel happy knowing she is benefitting from our friendship.”
- “ I have benefitted from volunteering as much as any of those I’ve telephoned. I’ve looked forward to coming to the office to make the calls, chat and see all the staff. After my husband died I wanted to continue helping others.”
- “ I hope to continue volunteering for many years. It’s part of my life and a delight!”
- “ I have made a new friend and we share our time enjoying that friendship with each other. I have met a person I would not have otherwise known. I have met staff and volunteers and taken part in training and social gathering I would not have done.”
- “ Volunteering has given me great benefits. It has particularly, given me back my confidence, purpose and self-esteem. I felt, because of my age and having a disability, redundant and not really needed anymore.”



450

Over 450 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 their surroundings.

- Cambridgeshire Handyperson Service, Home Checks and Home Energy Checks
- Community Wardens
- Homes
- Hospital Discharge Support Service

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 identified risks, support to keep homes warm and reduce fuel poverty. We also enable people to be discharged from hospital at the right time with correct adaptations made to their home.

- **1,815 households** received support through the Cambridgeshire Handyperson and Home Checks Services
- **138** assisted hospital discharges
- **80** home energy and Stay Well checks
- **Over 2,000** people helped to live safely at home

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

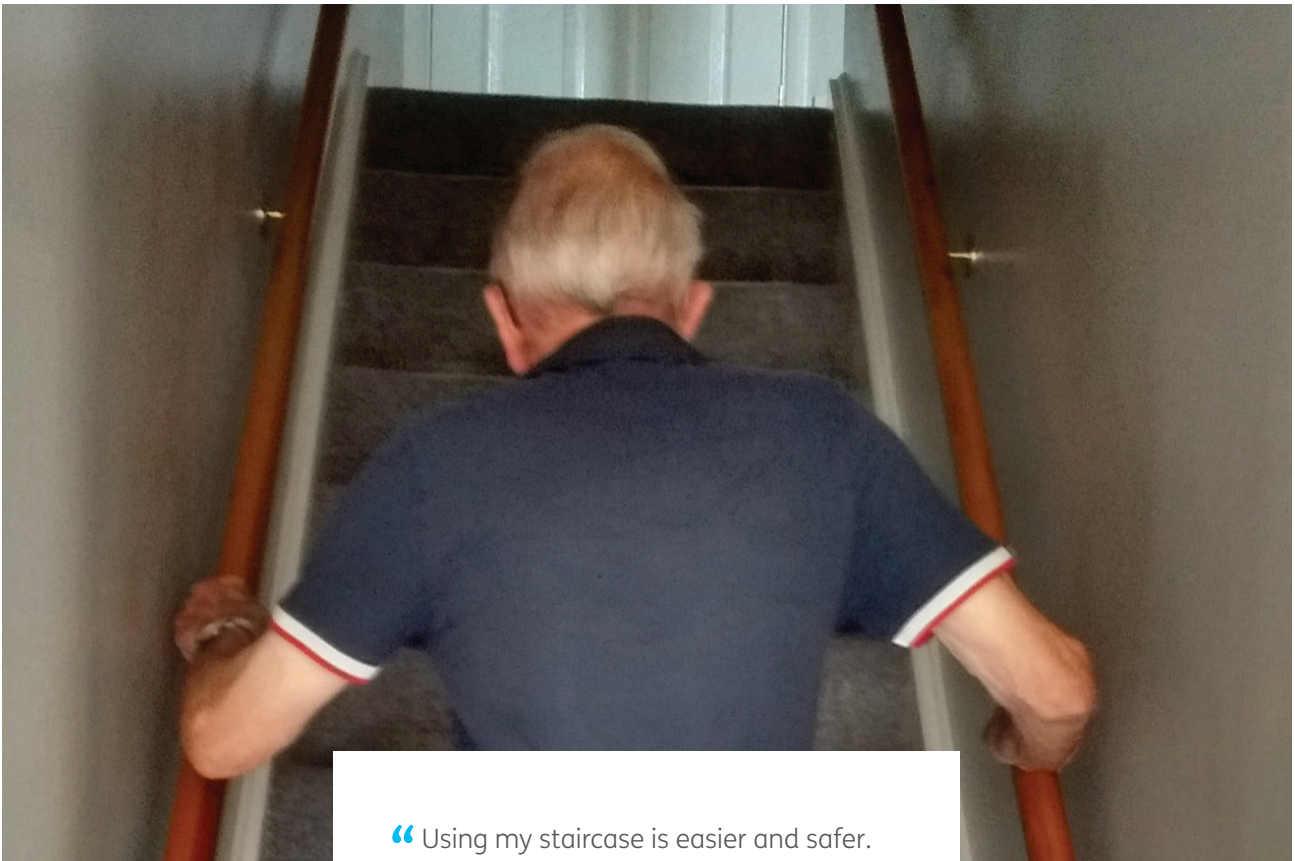
“ This service was such a great help and really gave us a boost that someone was able to help with these smaller jobs that are difficult for us to manage.”

“ Very impressed by the quality of service and with everyone we dealt with, from first time contact was made to the two occasions when work was carried out. Marvellous and peace of mind from trusted workers.”

“ I am very satisfied with the rail in the garden and grab rail in garage, they have certainly improved my safety outside. Many thanks for your wonderful service.”

2,000

Over 2,000 people helped to remain safe living at home.



“Using my staircase is easier and safer. I was at risk of falling because of my faulty banister and the extra rail is very helpful. Excellent service!”





Hospital Discharge Support Service (HDSS)

Originally introduced for 3 months in November 2019 as Winter Pressures Hospital Discharge Support Service, to assist in relieving pressure upon North West Anglia NHS Foundation Trust Hospitals over the winter months. The service delivery period was extended and to assist during extra pressures responding to the Coronavirus Covid-19 pandemic.

The service is by professional referral only and supports the safe, timely discharge of older people enabling them to go home and includes:

- Pre-discharge installation of keysafes, grab rails, moving beds and furniture;
- Essential grocery delivery on discharge;
- Regular patient support for up to 3 weeks post discharge x 7 days per week;
- Needs assessment and onward referral for additional support if required.

88 patients supported home from hospital

338 hours of support at home provided

338

338 hours of support at home
provided



What our HDSS users say about us:

- “ Thank you all so much for the help and kindness shown to me. I really would have been utterly lost without you all. I miss my daily chats with you, but all good things come to an end.”
- “ My feet are so swollen I cut my slippers to make them fit. You gave me new slippers in a bigger size, which are perfect. Thank you. You have made me realise there are still kind people in this world.”
- “ I felt like I was drowning. It was lovely to speak to someone who could help with my Dad’s hospital discharge and lessen my anxieties.”

Community Wardens

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

We currently have 13 schemes with around 60,000 annual contacts across the Warden schemes.

13 services

60,000 annual contacts

What our Community Warden service users say about us:

- “ You are a gem. That phone call every day to check on me gives me such a great deal of security. You can’t believe what a phone call can mean at my age.”
- “ I don’t know what I would do without you! You and what Age UK do for me means so much, it brightens my day to see you .”
- “ My warden is first class. Always there when I need her.”
- “ My warden is a godsend. I am very grateful to her. She is patient and helpful and I don’t know what I would do without her as she helps me so much.”
- “ It means I don’t have to worry because I know my warden will be ringing every day, and that is reassuring. It breaks up loneliness and having her call always makes me smile.”
- “ Age UK have been my lifeline since I was discharged from hospital two years ago. I couldn’t get out to do any shopping, and the Warden Service was brilliant. You also gave me information on local services and helped when a tile blew off my roof in a storm and I didn’t know what to do.”

60,000

60,000 annual contacts
across the Warden
schemes



Swavesey Community Warden Service Outing

Homes

Home help/support

Help with tasks around the home such as cleaning, laundry and ironing.

19,913 hours of service

1,659 hours per month

354 Households have received support

What our Home Help/Support service users say about us:

- “ I had fallen in my back garden, when my home support worker arrived. He found me and put a blanket over me, called the paramedics and waited with me until they arrived. I care for my husband, who has severe dementia and my home support worker also kept him calm and reassured, making him a cup of tea. He was wonderful.”
- “ (name) is wonderful with my dad; she chats away while working and that is just what he needs. She’s like a breath of fresh air.”
- “ Excellent cleaner and lovely person!”
- “ She always asks how I am and smiles. I want her to know how much I appreciate her help.”
- “ When I phoned up the lady I spoke to was very helpful, sympathetic and an empathic person.”
- “ The Home Support Team has been so helpful in assisting my mum not only with general help at home, but also in referring to other services such as Sharing Time, Handyperson and Friendship Club, it has all been so useful.”

19,000+

**19,913 hours of service
have been provided**



Garden Services

We provided low level garden maintenance support such as grass cutting, weeding and trimming. Unfortunately, due to the financial difficulties in delivery of this service we took the difficult decision to cease operations. However we still provided more than 1400 hours of support from April to July 2019.

1,400

1,400 hours of service
provided by our Gardens
Service

Communications and Campaigns

In addition to our service delivery, we campaign and reach out into our communities seeking opportunities to inform, advise, support and raise awareness, to engage with our key audiences and stakeholders. We listen to older people and their carers and offer practical help and guidance, whilst also campaigning for improved services.

We have:

- Attended **88 talks and presentations** delivered face to face, given at places such as: Parish councils, GP surgeries, community groups and clubs, residential homes, stands at events, markets and shops. **Over 2,500** people attended during the year, an average of over 200 per month face to face reach through our talks, presentations and attendance at events in the community.
- Given **17 radio and TV** interviews on local TV and radio stations, to include subjects about our services, loneliness, volunteering, primary care access, driving when older, keeping well in winter, reaction to topical news stories (such as funding cuts) and our campaigning activity.
- Hosted **2 General Meetings**. Providing information, opportunity to gather views and opinions and provide entertainment for a social event. Notably the Summer Meeting was delivered as part of The Great Get Together.
- **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 of 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 employees 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.



Melanie Wicklen, Chief Executive:

"Our aim is to promote and give access to support which can enable older people to feel well and able in their later life, even when there may be difficulties to overcome; to promote independence and provide the means to make this possible through social friendships and practical services.

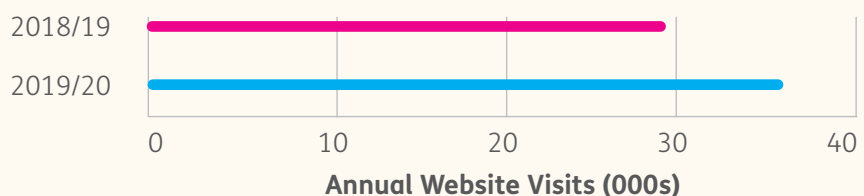
Through campaigns and the sharing of topical matters we aim to provide the platform for the voice of older people to be heard, giving a sense of purpose and fulfilment.

Most of all we will celebrate later life and all the opportunities that it can bring."

The Statistics

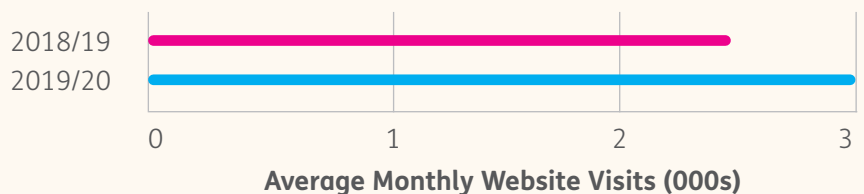
Our Website

Our Website - Visits

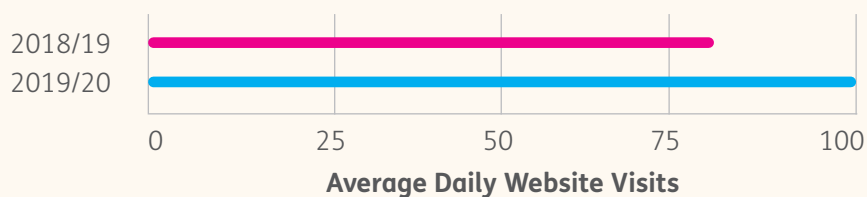


Our website usage has increased 21.6% since 2018/9.

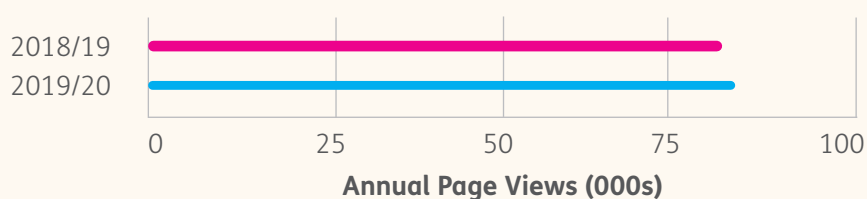
For 2019/2020 we had 35,835 visits to website (3,000 average per month / 100 average a day).



+21.6%

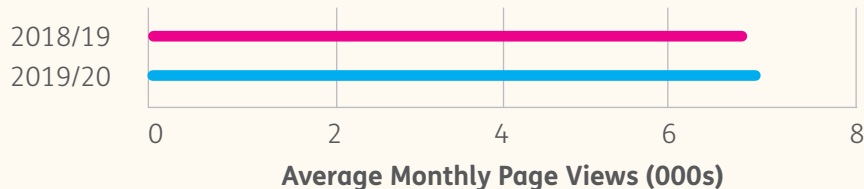


Our Website - Page Views

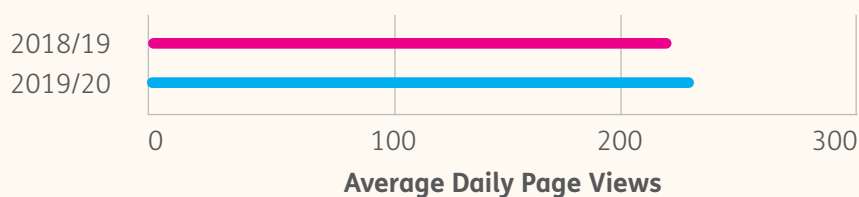


Our website page views have increased 2% since 2018/19.

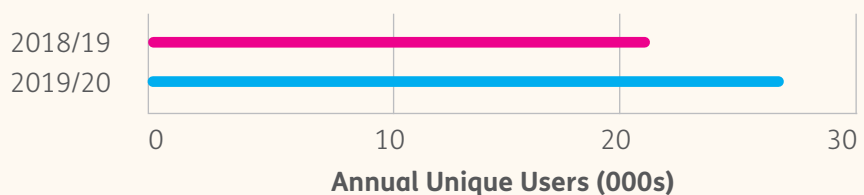
For 2018/2019 we had 83,041 website page views (6,920 average per month / 230 average a day).



+2%

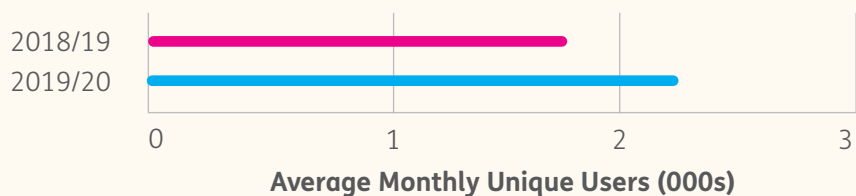


Our Website - Users

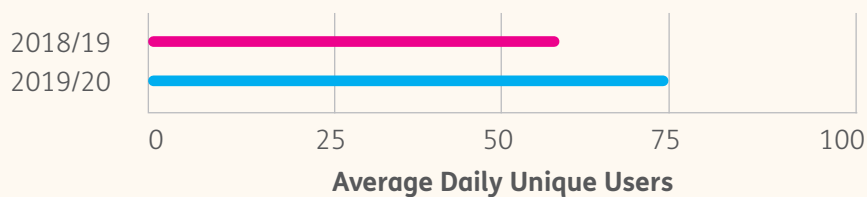


Unique visitors to our website have increased 26% since 2018/19.

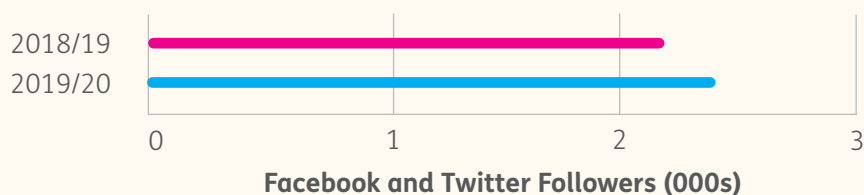
For 2018/2019 we had Unique Users 26,949 (2,246 average per month / 75 average a day).



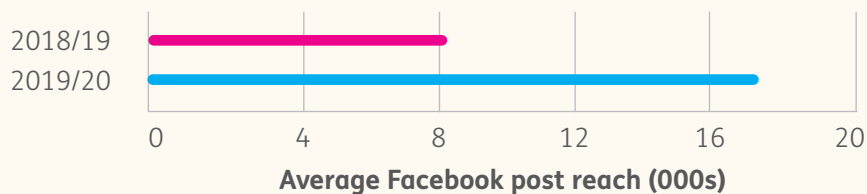
+26%



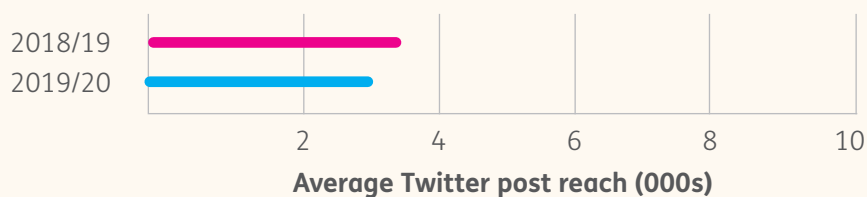
Social Media



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. Facebook posts reached 206,471 people, Twitter impressions (reach) 37,560 - average impressions



Overall in social media we are reaching over 20,300 people a month and have 2,425 followers on Facebook and Twitter.



20,300



Campaigns

We campaign for national and local awareness, to support well-being in older age, provide information and for change to improve services and challenge inequality.

Our campaigning aims to reduce the barriers faced by older people being:

- Isolation and loneliness
- Poor or worsening health and mobility
- Financial difficulties
- Access to Services

Our primary over-riding, and continual, campaign is to Reduce Isolation and Loneliness, in doing so other barriers are identified and support can be offered.

We promote our services, we signpost to community provisions and we encourage volunteering in older age; approx. 80% of our 450 volunteers are retired.

Our other campaigning generally falls into 4 categories and below is a summary of our work this year:



Campaigns Summary:

Raising awareness and influencing

- Promoting the independence and local services provision of our charity. Whilst a brand partner of Age UK, we are a different charity and must raise all of our own funds to deliver local services.
- Switched Off: Save free TV for older people
- Applying for Pension Credit
- Cambridgeshire and Peterborough Against Scams Partnership (CAPASP) partnership working, to raise awareness, prevent fraud and support victims
- General Election: Ensuring the welfare of older people is on all political agendas

Health and Wellbeing /Promoting Aging Well

- Intergenerational activity/participation
- Seasonal public health advice: Supporting you this winter/Winter Warmth
- Coronavirus (from March 2020)

Volunteering

- Encourage volunteering in older age as part of healthy aging
- Benefits of volunteering
- Providing more volunteering opportunities

Fundraising

- Slip into Slippers
- Winter Giving
- Big Knit
- Developing online donations, corporate support and sponsorships



A brief look at some of our campaigns:

Pension Credit

We supported the Department for Work and Pensions campaign to encourage take up of Pension Credit. This was also part of our strategy to support older people who may be affected by the removal of free TV licences, as a person in receipt of pension credit may apply for a free licence.

The campaign (ongoing) has three aims:

- Draw attention to the availability of Pension Credit
- Highlight that people of State Pension age may be entitled to Pension Credit even though they may have savings or retirement income or own their own home
- Explain that any award of Pension Credit can provide access to a range of other benefits such as help with rent, council tax, heating, free TV licence and NHS services.



General Election

We supported the national partner Age UK, in their election campaign calling on all political parties to bring forward policies which make life better for older people; particularly those vulnerable older people who need us most. The manifesto, produced by Age UK, called for policy changes in a range of areas relating to later life such as ending pensioner poverty, the importance of secure, warm and decent housing, and the need for a high quality and responsive health service.

Our particular focus at the General Election was to:

1. Fix our broken social care system
2. Save the free TV licence for all over 75s

We gathered local signatures for petitions regarding both focus areas and, together with other local Age UK brand partners, these were handed into the Government by the national Age UK partner.



Winter Warmth/Winter Giving

Every winter our services are a lifeline to many older people. In the darker colder days of winter, when the weather is often wet and windy, it is very easy to stay indoors and quickly become very isolated and lonely. Our services keep people connected.

In order to reduce loneliness we delivered a Winter Giving campaign and service users from all our services were able to enjoy extra treats, particularly over the Christmas period, thanks to kind and generous offerings from individuals, schools, clubs and businesses who donated a variety of gifts, their resources and volunteer time.

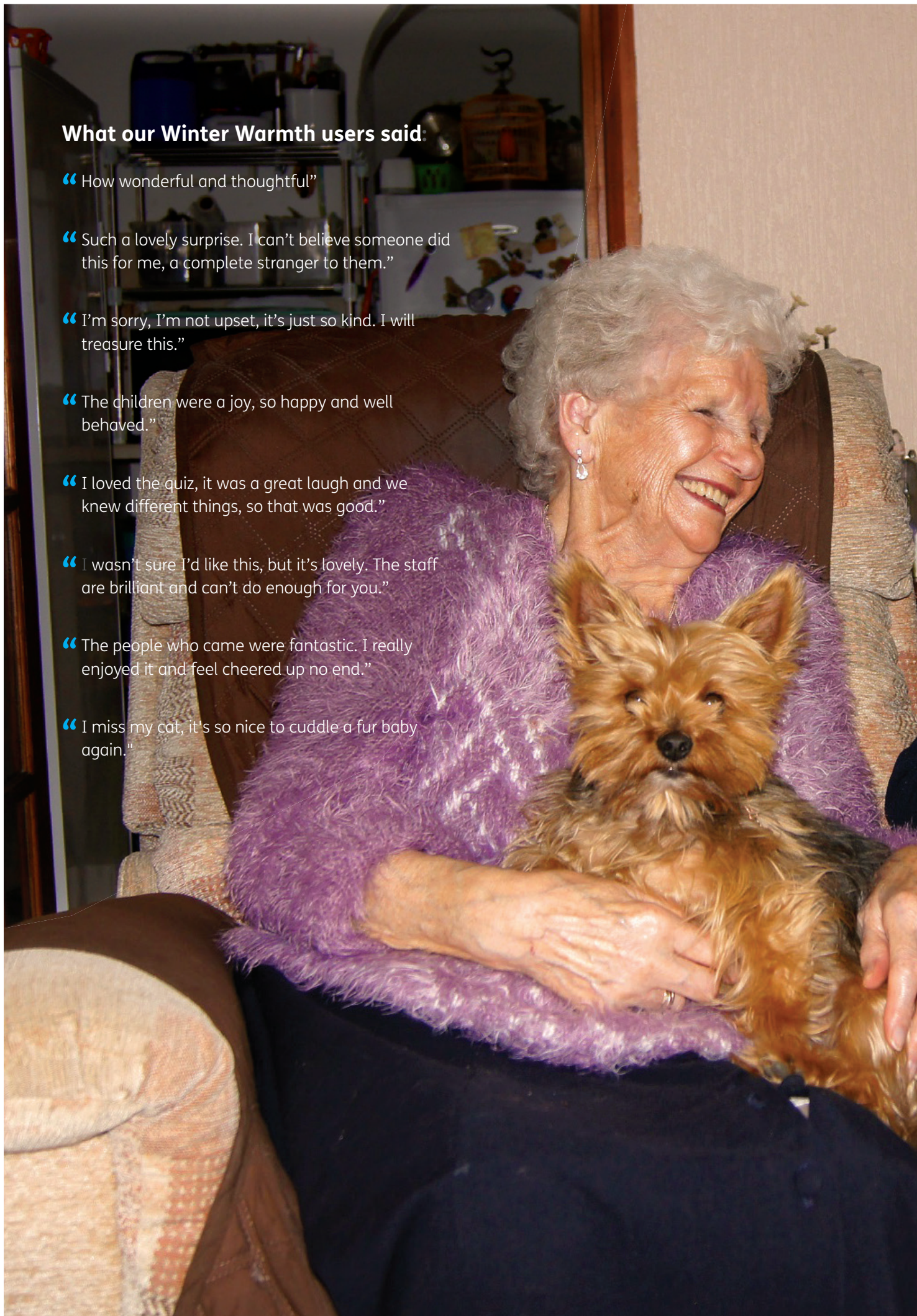
This included free meals at restaurants, wrapped gifts, carol singing, quiz hosting, storytelling, musical entertainment and a day centre visit from a pet therapy dog.

We also produced our first ever fundraising calendar, thanks to the wonderful artwork of one of our day service users and the publication sponsorship of a donor.

The Community Wardens Service and the Winter Pressures Service (see page 24 now called Hospital Discharge Support Service) provided support over the entire festive season, including Christmas Day.

What our Winter Warmth users said:

- “How wonderful and thoughtful”
- “Such a lovely surprise. I can't believe someone did this for me, a complete stranger to them.”
- “I'm sorry, I'm not upset, it's just so kind. I will treasure this.”
- “The children were a joy, so happy and well behaved.”
- “I loved the quiz, it was a great laugh and we knew different things, so that was good.”
- “I wasn't sure I'd like this, but it's lovely. The staff are brilliant and can't do enough for you.”
- “The people who came were fantastic. I really enjoyed it and feel cheered up no end.”
- “I miss my cat, it's so nice to cuddle a fur baby again.”





Intergenerational Activity

We created opportunities for different generations to share and enjoy experiences together, sharing skills, knowledge and experiences to influence perceptions and promote that age needn't cause generational barriers.

Activities included:

1. Continuing the partnership work with The Diocese of Ely and Bishop Stephen's Lent Challenge "When I'm 64".

A variety of activities were delivered in primary schools and local communities, to include sharing skills between young and old. Such as:

- Afternoon Tea – local older people invited into school
- Generations Quiz – mixed ages teams
- Local care home visit – by school children
- Living History – Older people invited to share their memories in class
- Memory box – items to talk about the past and older generation experiences
- Decades Party – a look at fashion, music and news
- How has life changed since...(looking back)
- What might life be like in...(looking forward- aging)
- Sharing skills – Big Knit hats

2. Intergenerational café – Littleport Pre-school – Age range – 9 months to 98 years.

The intergenerational café began in October 2019 and provides an opportunity for pre-school children and service users of the Littleport Warden Service to meet together in a relaxed environment. Activities are usually led by the children; sometimes singing, dancing, playing games or sharing books together and listening to one of the older people read a story, or reminisce about when they were young. The children and older people have got to know each other building friendships.

“ Just before Christmas one of the ladies that has been attending the café each week told us about a toy singing, dancing bird she had at home, she explained that the bird hadn't had any batteries in it for years but she had replaced the batteries as she thought the children might like to see the singing/ dancing bird in action. The bird has now become a valued member at the café, and it has brought many happy moments. Both the children and the older people like moving with the bird.”

Charlotte Fretwell, Rock Solid Childcare

3. There were several visits between our day services and local schools to include:

- Members of Ambury Road Day Centre went to Huntingdon Primary School to watch the Year 6 play in the school hall, enjoying singing and dancing. Year 2 children visited the day centre to play board games. Everyone really enjoyed themselves, the children were great and explained how to play the games if service users weren't sure.
- Chesterton Community College, Cambridge visited Cherry Trees Day Centre. Students sang, hosted an intergenerational quiz, wrote and sent Christmas cards to service users.
- Nursery School visits to Orton Day Centre, Peterborough (see winning Photo Competition)

4. Children from Abbots Ripton Primary School attended our Summer General Meeting. They brought along a donation of a number of little hats for The Big Knit and delighted our audience with songs from their recent school performance of The Giant Slayer, the story of David and Goliath.

“ Such huge voices came from the children! They sang very well and bravely in front of us”. Said an older person from the audience.

5. Thomas Deacon Academy School, Peterborough – made Christmas hamper donations to deliver to service users.



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.

This year we celebrated a special anniversary of 30 years of volunteering with us by **Ruth Northrop**. Ruth, who in her 80's is a great example that age is no barrier to volunteering:

Ruth said

“I really enjoy coming to the day centre, it gets me out and everyone is so lovely. I enjoy the company and friends I have made here. It keeps me active and I enjoy helping people and feeling useful. I would recommend volunteering to everyone.”

Another of our volunteers, **Linda Green (74yrs)**, also advocates for volunteering with us:

“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 (although I do feel young for my years), and having a disability, redundant, not really needed anymore especially as not having anyone to care for.

I recommend to anyone who is looking for something more in their life, to think about being a volunteer. The rewards you receive are far greater than what you give. I think the new name of Sharing Time is much better. I am not a befriender – I have made a new friend and we share our time enjoying that friendship with each other. I have met a person I would not have otherwise known. I have met staff and volunteers and taken part in training and social gatherings that I would not have done.”

Along with a number of other charities we were nominated for the Queens Award for Voluntary Service 2020 by the former **High Sheriff of Cambridgeshire, Mr Neil McKittrick** who visited us, and spoke of his admiration for volunteers in his retirement speech.

“The focus of my year was on charities and volunteering. I visited a great many and without exception I have been impressed by the huge contribution made by volunteers to their particular charities. Without them I doubt that society could exist and function in the way it does.”

“I spent time with Age UK and their well planned and executed Home Visiting Service for those who would otherwise be at risk of alienation.”



Slip into Slippers

This was the first year of our new annual local participation campaign aimed at fundraising and profile building for our charity. Taking place in October, Slip into Slippers invites people to wear slippers and in return make a donation (suggested £1). The day is to encourage visibility of our services for signposting, by sharing photos in social media, as well as seeking donations. We also recognise the contribution of older people and celebrate United Nations International Day of Older Persons (UNIDOP), held on 1st October each year.

The campaign raised **£784** and was supported by 29 organisations, including 6 child groups. The social media reach from the participation and sharing photos, using identifying hashtag **#slipintoslippers** was **9,164**.

Big Knit

The Big Knit is delivered by Age UK in partnership with Innocent drinks. All brand partners are invited to knit little woolly hats which then go on to Innocent smoothie bottles. For every smoothie with a little hat sold, we receive 25p. Our knitters sent us **14,552** little hats last year, raising **£3,638** to help support local older people and our winter projects.

No-one should have no-one

As part of raising awareness of this campaign, we were delighted to have been chosen as the winners in both the Judges' and the Public's Choice categories of CCVS (Cambridge Council for Voluntary Service) photographic competition. The competition is only open to charities and voluntary organisations and this year the theme was called "The Difference We Make"

Our winning photos were:

"What Age Gap", taken by Doreen Wallace (Day Centre Organiser) at Orton Day Centre, Peterborough won the People's Choice.

Description: A nursery visits our Orton Day Centre in Peterborough beautifully portrays how sharing something brings people together. Service users and children are so engaged in what they are doing that age is irrelevant.

"Bee Good", taken by Stewart Goodacre (Friendship Club Co-ordinator) at Wisbech Friendship Club, won the Judges Choice.

Description: Building insect boxes from old pallets at Wisbech Friendship Club based at the Rosmini Centre. The Club gives older people in Wisbech a place to meet and socialise. Comprised mainly of men, the members organise a range of activities that entertain and challenge each other.

In addition to the award, there was prize money for the winners and we were delighted to receive a total donation of £300. The photographs appeared in CCVS newsletters and displayed by CCVS at their events, raising awareness of AgeUKCaP services and demonstrating 'The Difference We Make'.





What others say about us

Carers:

- “ I would not have known about what is available for my parents if you had not told me. I am worried about both my mum and my step-father, and knowing that they can have more support gives me peace of mind.”
- “ The support you have given to my Dad makes me feel so much better, knowing someone else is also looking out for him really helps and he loves talking to you.”
- “ You found my mum who had fallen and spent the night on the floor, you called the ambulance, waited with her giving much needed reassurance and contacted me. I can't thank you enough for your kindness, care and professionalism.”
- “ I am so worried about my father, who has already had a stroke, and felt the continued worry about their property and my mother's care would cause a decline in his health. Your support has been wonderful.”
- “ My mum goes to your day centre twice a week, which frees me up. Mum has dementia, I only live a few doors down and care for Mum most days. I have MS (multiple sclerosis) myself and when Mum is at the day centre I can rest or potter about in the garden, depending on how I'm doing that day. It also means I get to spend time with my own daughter and granddaughter, they come round and take me out for the day which does me a lot of good.”



**“A BIG THANK YOU for
all the help you give
to our loved ones. We
so appreciate it.”**

Other Professionals:

“ The British Red Cross and Age UK in Peterborough have an extremely well established close working partnership supporting service users in this area. As the British Red Cross is a short term service I do not feel we would achieve such successful outcomes if it wasn't for Age UK and their longer term services. Both our main aims are a person centred approach and we have on regular occasions worked collaboratively with the same service user at the same time.” **Tracy Williamson, Service Manager, Independent Living Cambridgeshire and Peterborough**

“ I am so proud to work alongside Age UK Cambridgeshire and Peterborough, who have continued to provide practical support, information and advice to thousands of residents to support their independence, reduce isolation, support them in sometimes challenging circumstances, and provide opportunities for growth and development. These principles are at the heart of both Cambridgeshire County and Peterborough City Councils, and it is only with our trusted partners at Age UK C&P that we will fully understand the needs, challenges and opportunities that older people are facing, and be able to work together to resolve them.” **Adrian Chapman, Service Director: Communities and Partnerships, Peterborough City Council and Cambridgeshire County Council**

Staff and Volunteers:

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

#ProudtobeAgeUK because – I love the ethos of Age UK CAP; the camaraderie and sharing in the successes of our staff and volunteers for and on behalf of older people across Cambridgeshire & Peterborough. The can do will do approach demonstrated by so many, top down, is inspirational and essential and we can be rightly proud to be a part of such a wonderful Organisation. It isn't always easy, it can be very hard, but together we are united and strong. I would not want to work anywhere else. **Service Manager**

#ProudtobeAgeUK because – I enjoy working with brilliant colleagues who help and support each other. Fantastic volunteers who always go above and beyond to help older people enjoy their later life **Sharing Time Team Leader**

#ProudtobeAgeUK because– I'm proud to be a Team Leader for VSSOP, A Team that goes that EXTRA mile for every service user. **VSSOP Team Leader**

#ProudtobeAgeUK because – Every day I see the good work we do as an organisation making older people feel safer and less isolated in their own homes. It is so rewarding. **Community Warden Team Leader**

#ProudtobeAgeUK because – The feeling of fulfilment and satisfaction that I get from my role within the organisation is second to none. To know that I have made someone safer in their home and possibly saved them from having a fall is immeasurable. I have worked here 21 years and have loved every moment of it. **Assessor Cambridgeshire Handyperson Service**

#ProudtobeAgeUK because – The support given to people in the community is truly amazing and so worthwhile, I enjoy helping people and this job gives me the chance to do that. **Handyperson Team Leader**

#ProudtobeAgeUK because – I love working for Age UK as I know I make an invaluable difference to someone else's life. This in return makes a valuable difference to mine. **Community Warden Peterborough & Shopping co-Team Leader**

#ProudtobeAgeUK because – after 20 years of volunteering here I still enjoy every moment. **Sharing Time Volunteer**



#ProudtobeAgeUK because I enjoy volunteering for a charity that gives good support to older members of the community. It's a very well run charity with a great ethos

I&A Volunteer



David Bruch
Treasurer

Treasurer's Review

We are happy to report that the income of the Charity at approximately £2.03 million is an increase over the previous year of 10.4%. Overall the out turn for the year is better than compared to the previous year. £1.98 million of the Charity's income has been spent on services and activities outlined in this review and impact statement, an increase of 2.4% over the previous year.

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.

Our trading subsidiary, Age UK Cambridgeshire & Peterborough Enterprises Ltd ceased to trade during the year as a result of the national partner decision to stop trading.

As you will have read more than 450 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 over £384,000 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 or helped us in any other way. We trust you will continue to help our work in the coming year.

This report is for the time period BEFORE the Coronavirus pandemic impacted all of our lives, subsequently our services and the management of our finances. Adjustments were made in March 2020 in preparation for changes to services and this will be reported upon in our next review period.

A copy of our full accounts is available on request to: Age UK Cambridgeshire and Peterborough 2 Victoria Street, Chatteris, Cambridgeshire PE16 6AP, or upon The Charity Commission website.

Our Supporters & Charity of the Year

We thank all of our funders and supporters, who enabled us to deliver services and extra acts of kindness over the winter period. We have some core commissioned work, but many of our activities were subsidised from funds we raised. Whilst we are part of a recognised national brand, being Age UK, we are an independent local charity, with our own registered charity number, Board of Trustees and responsibility to raise our own funds to deliver our local services. We are therefore very grateful for all donations, sponsorships and fundraising activities local supporters give to us.

We thank Zest Communications, for the third year, in sponsoring the production of our Annual Review and Impact Statement, donating all design time.

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.

Balsham Parish Council
Bethel Church
Cambridgeshire County Council
Cambridgeshire Community Foundation
Castle Camps Parish Council
Cambridge City Council
D&J Lloyd Comm First Fund
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
John Lewis
JS Services
Linton Parish Council
Linton ACE's
Littleport Townlands Charity
Littleport Parish Council
NHS Cambridgeshire & Peterborough CCG
Peterborough City Council
Pye Foundation
Rotary Club of Wisbech

South Cambs District Council
Shudy Camps Manages Trust
Stapleford Parish Council
St Andrew's Parochial Church Council
Swavesey Parish Council
Teversham Parish Council
Thomas Galon Charity
Tony Rampton Trust
Waterbeach United Charity
West Wratting Parish Council
West Wickham Parish Council
Weston Colville Parish 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.



Hazel Williams MBE
Chairman



Melanie Wicklen
Chief Executive

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 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 senior management team, 157 staff members, the equivalent to 71 full time and 450 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 (resigned during 2019.20)

Cllr John Holdich OBE

Brian Parsons

Alison Reid

Michael Bond

Alex Alexander*

Julie Weaver

President:

Dr Stephen Webster MA, MD, FRCP

Chief Executive

Melanie Wicklen

*Also Directors of Age UK Cambridgeshire and Peterborough Enterprises

Notes

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Find us on facebook and twitter

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www.zestcommunications.co.uk



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