



2024 – 2025

Annual Report

1st April 2024 to 31st March 2025

Foreword



Melanie Pittock
Chief Executive Officer

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Chief Executive Summary

As Chief Executive Officer of Age UK Cambridgeshire and Peterborough, I am proud to present our Annual Report, reflecting a year of strategic focus, resilience, and unwavering commitment to older people across our area.

This year, we continued to invest in our greatest asset — our people. By prioritising staff development and wellbeing, we have strengthened our capacity to deliver high-quality services and adapt to the evolving needs of our communities. Our strategy remains rooted in compassion, innovation, and sustainability, ensuring that we remain a trusted lifeline for those who rely on us.

However, the year was not without its challenges. We made the difficult decision to close our Homes service in Peterborough, following the withdrawal of local authority support due to financial constraints. Similarly, the closure of our Huntingdon Warden service was a sad moment for us all. These decisions were not taken lightly, and we remain deeply grateful to the dedicated staff and volunteers who supported these services over the years.

Amidst these changes, we also witnessed growth and renewal. Our Hospital Discharge Service expanded in collaboration with partners, enabling us to reach more older people with personalised, practical and emotional support.

This growth is a testament to our adaptability and to the enduring relevance of our work.

I would like to extend heartfelt thanks to our volunteers, whose generosity and dedication continue to inspire us. Their contributions are the backbone of our organisation, and their impact is felt in every corner of our community.

As we look ahead, we remain committed to building a future where older people are valued, supported, and empowered. Our Strategy for 2025–2028 reflects our ambition and unwavering commitment to shaping a better future.

Thank you to everyone who has walked alongside us this year — together, we are making a difference.

We are here for older people across Cambridgeshire and Peterborough, offering tailored support through a wide range of services. From information and advice to practical and social support, we empower individuals to make informed decisions, feel less isolated, and remain valued members of their communities.



Living well in Cambridgeshire and Peterborough

As an integral part of the Integrated Care System (ICS) we continue to work closely with partners from Health, Social Care and the Voluntary sector. In doing so we are together able to align with the current ICS overarching health and wellbeing ambitions:

- **Increase the number of years people live in good health**

Together we will aim to increase the number of years that people spend in good health. It is important that we concentrate on preventative measures, through our many services, to support living well in later life. In addition, there is naturally a need for our services to provide reactive support in often unexpected times of need, so that people can still be comfortable and where possible return to their usual standard of health. Where this isn't possible, we will be there to ensure appropriate interventions are offered and that people, their families and carers are well informed of such provisions. We also strive to enable people to hold onto their independence through our preventative approach, helping people not to become over reliant on services too early.

- **Reduce inequalities in preventable deaths before the age of 75**

We see many more preventable deaths in the most deprived areas of our county, from smoking related deaths and vaccine-preventable diseases, as examples. By working with younger people, as they near older age, we can support the ICS's approach to intervene in the link between wealth and early preventable deaths.

Additionally, we know there are other aspects which create inequalities across the county. Those living in rural areas often have extremely poor access to public transport. Some require adapted transport due to frailty or disabilities and where it is not available it can result in not being able to access community based services, such as Day Centres, meaning people can become further isolated. We continue to lobby for change, highlighting the need and positive outcomes associated with understanding and removing barriers to support.

“Thank you so much for all you have done for me. I am forever grateful, and my life has become so comfortable. I do not have to worry about my finances”

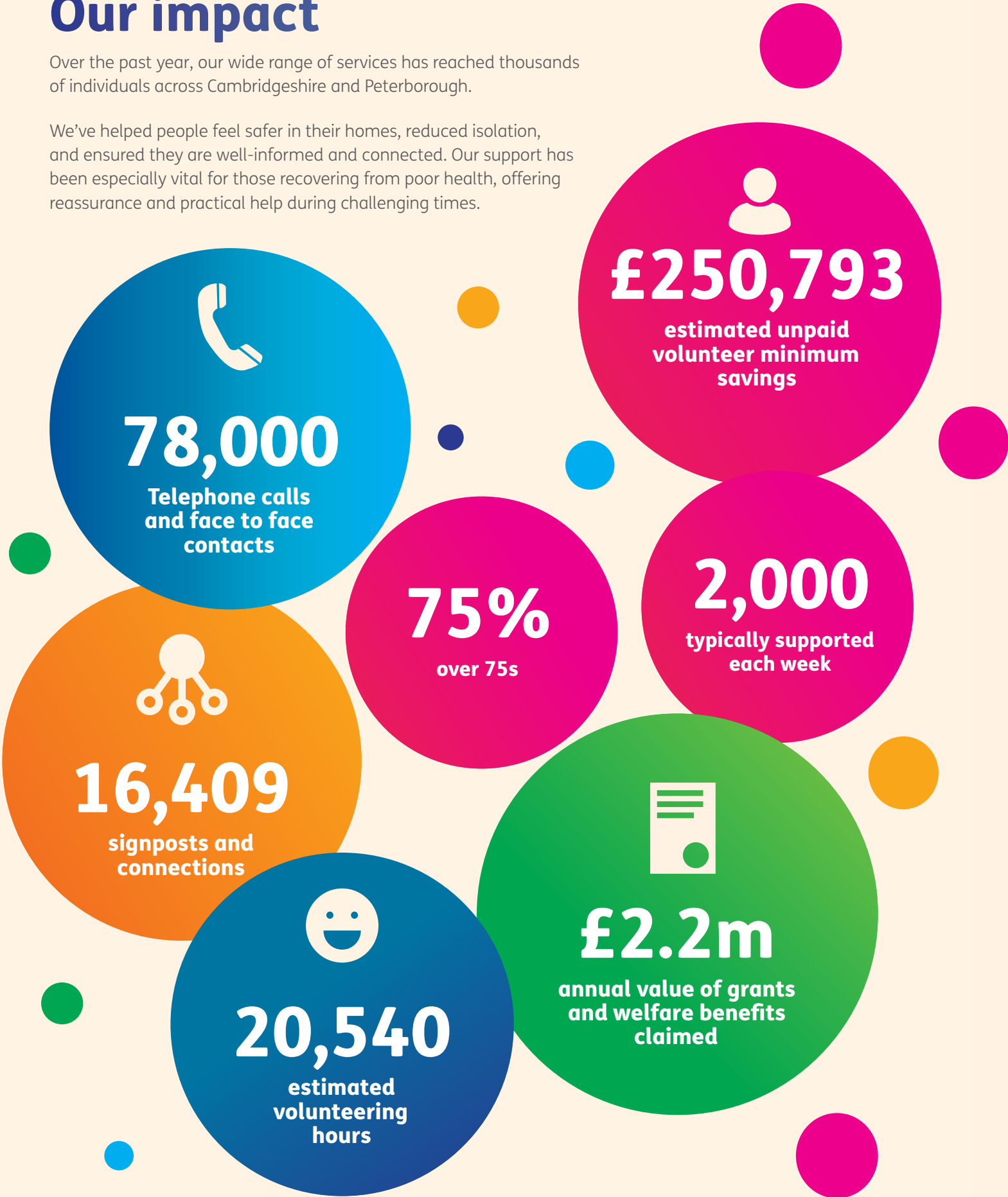
“You made me feel important and not a waste of space. Thank you for your help.”



Our impact

Over the past year, our wide range of services has reached thousands of individuals across Cambridgeshire and Peterborough.

We've helped people feel safer in their homes, reduced isolation, and ensured they are well-informed and connected. Our support has been especially vital for those recovering from poor health, offering reassurance and practical help during challenging times.



Ernie's Story: A Holistic Approach to Supporting Independence and Wellbeing

Ernie, a 93-year-old gentleman living alone in Cambridge, was facing multiple challenges. With his son receiving hospital treatment and unable to assist, Ernie had no immediate support. After experiencing several falls and feeling low due to his inability to continue gardening, he began to wonder if financial help was available to support him at home and help him stay connected digitally with friends via his iPad.

A health professional referred Ernie to the **Information and Advice service**. During the conversation, the officer identified several areas where Ernie could benefit from support:

- **Falls Prevention & Home Safety:** Ernie was introduced to the Cambridgeshire Handyperson Service, which could assess his home and install adaptations to reduce fall risks. He was also informed about lifeline pendant alarm systems for emergency support.
- **Combatting Loneliness:** Recognising signs of isolation, the officer suggested the Sharing Time befriending service, to which Ernie agreed. A referral was made to help him build social connections.
- **Future Support Options:** Ernie was told about the Community Warden service, should he wish to explore more regular support in the future.
- **Financial and Digital Support:** He received information on how to apply for Attendance Allowance and was signposted to resources that could help him use his iPad to stay in touch with friends.

CASE STUDY

Ernie told us afterwards

“I had no idea all this help was available for me. I simply called to see if I could have some grabrails and now I have Attendance Allowance, which means I can pay for a gardener and I have a volunteer friend too!”

Information and Advice Services

“I can never thank you enough! I can’t believe I am entitled to all this! It’s like I have won a lottery! I used to worry so much about my finances as I used all the money I received from selling my house to buy my park home and so my only income was my state pension. I always worried about paying my bills and gas and electric, now I don’t have to worry about it. Thank you so much for all you have done for me!”

285
Welfare Benefit claims

£1.6 million
benefits and grant take up

58
Total Guides/
Factsheets Available:

14,160
Total Distributed (Annual)

Our helpline

We support thousands of older people to understand their rights, access the help they’re entitled to, and make confident choices for a safe, independent, and fulfilling life.

Information Guides and Fact sheets

Key Topics Covered:

- Welfare Benefits / More Money in Your Pocket
- Avoiding Scam
- Getting Help at Home
- Social Care & Housing

These resources have supported older people across Cambridgeshire and Peterborough in navigating financial support, staying safe, accessing care, and understanding housing options.

Enquiries

In the past year, our Information and Advice service responded to over **24,762 enquiries**, each one representing the need or desire to seek support, guidance, or reassurance. With a comprehensive coding system covering **1,547 distinct topics**, we’re able to track emerging trends and tailor our services to meet the evolving needs of older people across Cambridgeshire and Peterborough. This data-driven approach ensures we remain responsive, relevant, and ready to act on the issues that matter most to our community.



Over
£600,000
Total value of grants
awarded to claimants

5,349
People/households
supported

“
This is fantastic 10 out of 10, it is so helpful, the support offered has taken a load of my mind. It has given me peace of mind talking to you and taken some of the financial worries off me.”

Household Support Fund and Older Adults Winter Support

We continued to work with Cambridgeshire County Council as a Trusted Partner, administering the fund for people aged 65 and over. In Peterborough, we work with the City Council to enhance our Information and Advice service which received an increase in complex poverty related enquiries.

Additionally, during the winter months, we provided Older Adults Winter Support grants to individuals facing financial hardship, particularly those struggling to meet heating costs. These initiatives reflect our ongoing commitment to addressing the evolving needs of older people across our region.

Girton Older Residents’ Co-ordinator

Our Older Residents’ Co-Ordinator works alongside statutory, voluntary and community groups supporting older people in the South Cambridgeshire village of Girton.

Supported by a local funding agreement, the Co-Ordinator provides information and promotes engagement with local groups. Having directly set-up the monthly Tuesday Connections Club, the older residents of Girton are now offered opportunities through this provision to socialise and learn new skills.

Increasing confidence and independence

1,400

households supported

546

grab rails fitted

79

key safes fitted

25

galvanised handrails installed

82

banister rails fitted

Cambridgeshire Handyperson Service

The Handyperson service helps prevent falls and accidents in the home by providing timely support with minor adaptations and furniture moves.

Qualified as Trusted Assessors, our team installs key safes, grab rails, and other equipment to assist less mobile individuals with daily tasks such as getting in and out of bed, using the toilet, or accessing bathing facilities. The team also support the Hospital Discharge service to make practical changes in the home which can enable a patient to safely return home.

“ I wanted to say how grateful I am for the bathroom grab rails that were fitted yesterday. I have been avoiding the bath except to wash my hair instead reverting to the old “top & tail” of my youth but this morning I was able to have a good soak being able to get in and out with no problems. Many thanks for your help and for doing such a wonderful job.”



Out and about in Cambridgeshire.



Personal Assessment & Home Safety Checks Service – Now Resumed

We are pleased to announce that our free **Personal Assessment and Home Checks** service is now active again. This initiative supports the **Peterborough City Council Therapy Team** and aims to:

- Reduce falls and accidents
- Improve home security and warmth
- Provide vital information and guidance

Please note: **Referrals must come directly from Peterborough City Council.**

The service was temporarily paused due to staffing changes, but we’re now fully operational and ready to support residents once again.



84

Referrals

310

interventions/falls equipment installed or supplied





Hospital Discharge and Admission Avoidance Support Services

As part of the Voluntary Sector Alliance (VSA) we have continued our collaborative approach to supporting hospital discharges from the acute hospitals across Cambridgeshire and Peterborough.

As well as assisting people safely from hospital and providing regular help for up to six weeks and supporting earlier discharges by offering Bridging Care, the VSA working with the Integrated Care Board launched the Discharge Support Budget (DSB). This Budget can be used if payment for goods or services, such as a deep clean of a property, a key safe, a new mattress or appliance would enable an earlier and safe discharge. It is important to note that the team always explore commissioned services before using the DSB and can often be the point of contact in this coordination.

In 24 – 25 the VSA Received 1567 referrals for support on hospital discharge - 80% of which were for people over the age of 70.

Through use of the £50,000 DSB saved 1,074 bed days in hospital for 333 people, saving an estimated £590,000 to the system, but more importantly, those helped were able to leave hospital nearer their clinically fit date, reducing the possibility of physical deconditioning and decline in hospital by helping them return to their home faster.

Collaboration

“ The Voluntary Sector Alliance (VSA) team have been an integral part of our wider support network, enabling us to ensure safe and timely discharges from our Physical Health Inpatient Rehabilitation (IPR) beds. Many of our patients have limited, or sometimes no, support at home. In these situations, the VSA step in to bridge the gap — visiting patients’ homes to measure chair and bed heights, move furniture, take photographs for our therapists, source essential items from charity shops, and even assist with cleaning or shopping when required.

For example, we recently supported a patient who, following a lengthy hospital admission, needed his home rearranged to accommodate his new needs. With no local family available, the VSA team stepped in.

They moved furniture, measured heights to inform our therapy team, facilitated the delivery of essential equipment, sourced and fitted a key safe, and even completed some shopping on the day of discharge. Without this support, the patient would have faced a significantly delayed discharge — which would have been distressing for him and would have had a major impact on patient flow within our unit.

This service is truly invaluable. On behalf of the IPR team, we want to thank the VSA for their ongoing support in ensuring our patients experience safe, timely, and well-coordinated discharges.’

Modern Matron - Inpatient Physical Health



TESTIMONIAL

“I really appreciate all you do, it’s not just the physical support but knowing you are there and willing to help me or just chat to me is a real comfort, it puts my mind at peace and as soon as I have spoken to you I feel more at ease. You do a great job, thank you so much.”

13,600
contact hours

27,000
phone calls

272
service users



Community Warden Service

Age UK Cambridgeshire and Peterborough now operates 17 Community Warden services across the county, supporting independent living at home.

Our Wardens provide daily contact, offering peace of mind and practical support tailored to individual needs—whether short-term or ongoing. For many, this service is a lifeline, helping to prevent isolation and enabling people to remain in their own homes for longer. With consistent and reliable support from their Warden, individuals feel safe, reassured, and connected.

“ Nothing is too much trouble for my warden. She is so willing to help, a lovely person and so kind.”



3,316
hours service

Home Support Service

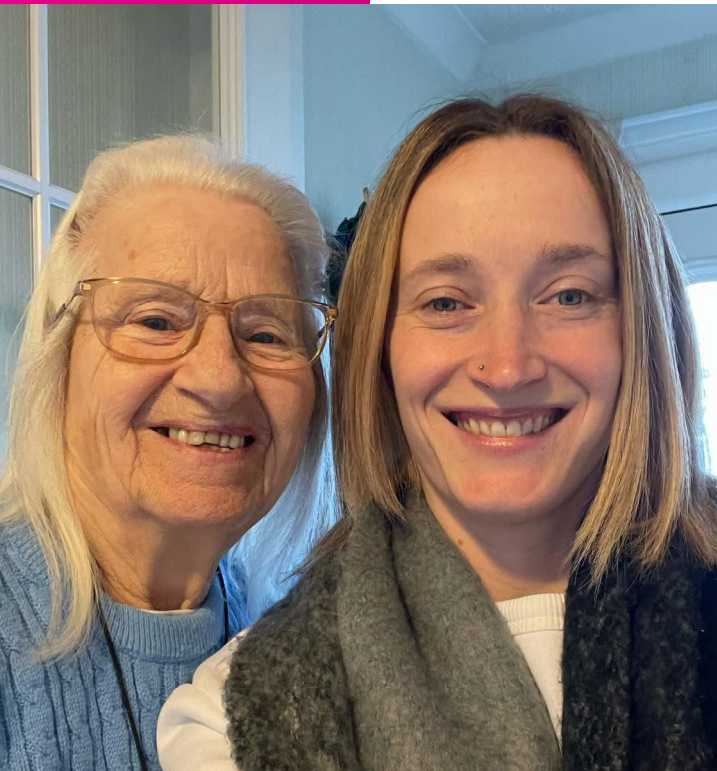
The Home Support Service in Peterborough, which provided practical help at home for older residents—including cleaning, laundry, and some shopping—has now closed due to lack of additional funding. However, many individuals continue to receive support from the same Home Support Workers, who now operate independently.

In 2024.25 - 57 households accessed the service.

“ My Home Support Worker is fantastic, I don’t know what I would do without her, I can’t speak highly enough about her and what she does for me. She comes in says hello then gets on, does all the tasks I can’t do, washes down walls in bathroom and ensuite, lifts rugs out to vacuum and wash underneath then replaces, it’s marvellous.”

Reducing isolation and preventing loneliness

Making connections and socialising



Sharing Time

A weekly support initiative that connects older people with volunteers for regular social interaction. Contact is made through either:

- Home visits
- Telephone calls

The service helps reduce loneliness and build meaningful relationships.

“ Receiving a visit from his Age UK Cambridgeshire and Peterborough befriender is definitely the highlight of my father-in-law’s week! Being honest, his befriender is almost the only in-person interaction my father-in-law has that isn’t a paid carer, cleaner or manager... It gives him such pride to “host” a guest. We are so thankful!”

429
service users

22,308
visits or calls

Day Services

Our Day Centres in Wisbech, March, Cambridge, and Peterborough provide a welcoming and safe environment where people can come together regularly to enjoy social activities, companionship, and a hot meal.

We are proud to host visits from local companies who often take over the entertainment for the day—something our attendees thoroughly enjoy and look forward to.

Unfortunately, due to changes in funding, we had to close our centre in Huntingdon. This was a difficult period, and we remain committed to exploring ways to support the community in that area in the future.

10
sessions each week

3,761
attendances

104
people



Friendship Clubs in Peterborough

We support Friendship Clubs in and around the Peterborough area by empowering local volunteers to establish and lead independent clubs. Our support includes:

- Helping volunteers set up committees
- Assisting in finding suitable premises
- Providing access to training and resources

These clubs offer vital opportunities for social connection, helping to reduce loneliness and build stronger communities.

8
clubs supported

2,085
annual attendances

161
estimated weekly attendances

“ I can’t explain how you have changed my life, you have become my family, and I never want to leave. You have saved my sanity. Knowing I have the Day Centre to look forward to each week helps me cope.”

“ I am able to have space and time to myself and work knowing that my wife is in a safe place interacting with others and socialising as the only other people she interacts with is me and her family.”



Celebrating Our Volunteers

395

active volunteers

We continue to be deeply grateful for the dedication of our many volunteers. Their commitment makes it possible for us to offer a wide range of support to older people across Cambridgeshire and Peterborough.

While all our services are led by paid staff, many would simply not exist without the regular contributions of volunteers. Our befriending services, in particular, rely entirely on volunteers who generously give their time to combat loneliness and foster connection. Day Service sessions and activities are also greatly enriched by their presence, bringing warmth, energy, and companionship to those who attend.

Beyond direct support, volunteers play a vital role in administrative tasks, including coordinating fundraising campaigns and preparing press releases - ensuring our work reaches and resonates with the wider community.

Over the past year, **395 volunteers** have supported our organisation, and ultimately, the older people we serve. Their impact is immeasurable, and we thank each and every one of them for being part of our mission.

“ It’s a real pleasure to volunteer with Age UK Cambridgeshire and Peterborough and I have made a lovely friend in doing so.”



Engagement & Outreach Summary

Social Media Growth

We published 175 posts across our platforms, helping to grow our combined social media following to nearly 4,600 followers. On Facebook alone, we gained 160 new followers, saw 3.6K engagements, and recorded 8.1K page visits. Notably, we saw a particular increase in followers on LinkedIn, further expanding our professional network and visibility.

Community Talks & Presentations

We delivered 96 informative sessions across Cambridgeshire and Peterborough, engaging over 2,200 residents and professionals. These events led to numerous onward referrals and signposting to essential services and support.

Media Coverage

We participated in 18 TV and radio interviews, reaching thousands of local people. Topics included the cost of living, Winter Fuel Payments, and hot weather safety tips—ensuring timely and relevant information was widely shared.

Partnerships

By working in partnership with both local and national organisations, we ensure that older people in our community receive the most professional, tailored, and high-quality support available to them.

“Age UK Cambridgeshire and Peterborough continue to provide immense value to the city of Peterborough across a variety of services. Offering befriending to our communities, practical support around the house and detailed information and advice. They continue to deliver vital support for those who need it.”

Micheil Wilson, Commissioning Manager, EIP and TEC, Peterborough City Council



Our professional partners say:

“Age UK Cambridgeshire and Peterborough provide a vital voice for older people and are a key partner in the Voluntary Sector Network (VSN). Through their role as the Health and Wellbeing Board representative they ensure that the older people’s perspective, as well as the experiences of the wider voluntary sector, is heard and increasingly well understood by statutory partners. Age UK’s insight is making a valuable strategic contribution to the leadership of the VSN.”

Sandie Smith, Programme Director, Cambridgeshire and Peterborough Voluntary Sector Network

Our People and Workforce Development

131

employees
(84% worked
part-time hours)

9

trustees

We value our people and are committed to their growth and wellbeing. We provide regular and varied training opportunities, including both in-house sessions and external courses, to ensure our team is well-equipped to work safely and effectively. This enables them to care for themselves, their colleagues, and our service users to the high standards we uphold.

During the year 2024–25, we employed 131 staff members, 84% of whom worked part-time hours.

In addition to our dedicated employees, we are supported by a large number of volunteers who contribute in a variety of roles across the organisation. Our governance is provided by a Board of Trustees, comprising 9 members during 2024–25.

Board of Trustees

Hazel Williams MBE (Chair)	Alex Alexander
Clive Adkin (Vice Chair)	Julie Weaver
Adrian Kirby	Antony Clark
John Holdich OBE	Steve Hampson
Alison Reid	

How we are funded

75.5% of
our funding
comes from
Grants and
Commissions



19.6% of
our funding
comes from
Donations
and Paid
Services



0.4% of our
funding
comes from
AGE UK
National
Charity



4.5% other
income



Our income

Our funding comes from a variety of sources. The major source of income is to deliver commissioned or grant funded services, supporting local people through our Information and Advice, practical and social/friendship services. Some of our services are charged for to help towards the cost of delivery.

We raise funds through fundraising activities to encourage donations, and we are also grateful for the gifts of legacies and collections following the passing of people who know us and some of the people we have helped over the years. This income allows us to subsidise service delivery and start new projects, to reach and support even more people.

Treasurers Report & Financial Statement

£2m+

spent on services and activities

£2m

income generated

The income of the charity was just under £2 million in the year, very similar to recent years. The year started with uncertainty around funding for some of our services and we finally ended the remaining areas of our Homes service. However, our strength lies in our local knowledge and our ability to create and deliver services appropriate for the older people of our communities. Key to this is the experience and dedication of our staff, both employees and volunteers. We are very pleased with the ongoing success of our significant collaboration within the Voluntary Sector Alliance, in our shared goal of improving the process and speed of discharge from hospital.

Just over £2 million has been spent on the services and activities of the charity. We used some of the charity's reserves to fund our work because we know how important this is to our local communities.

A copy of the full accounts for the year to 31st March 2025 is available on request from our registered office, or from the Charity Commission website.

Organisations who support us

We thank all our funders, donors and supporters, who enabled us to deliver such a wide range of services and extra acts of kindness.

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.

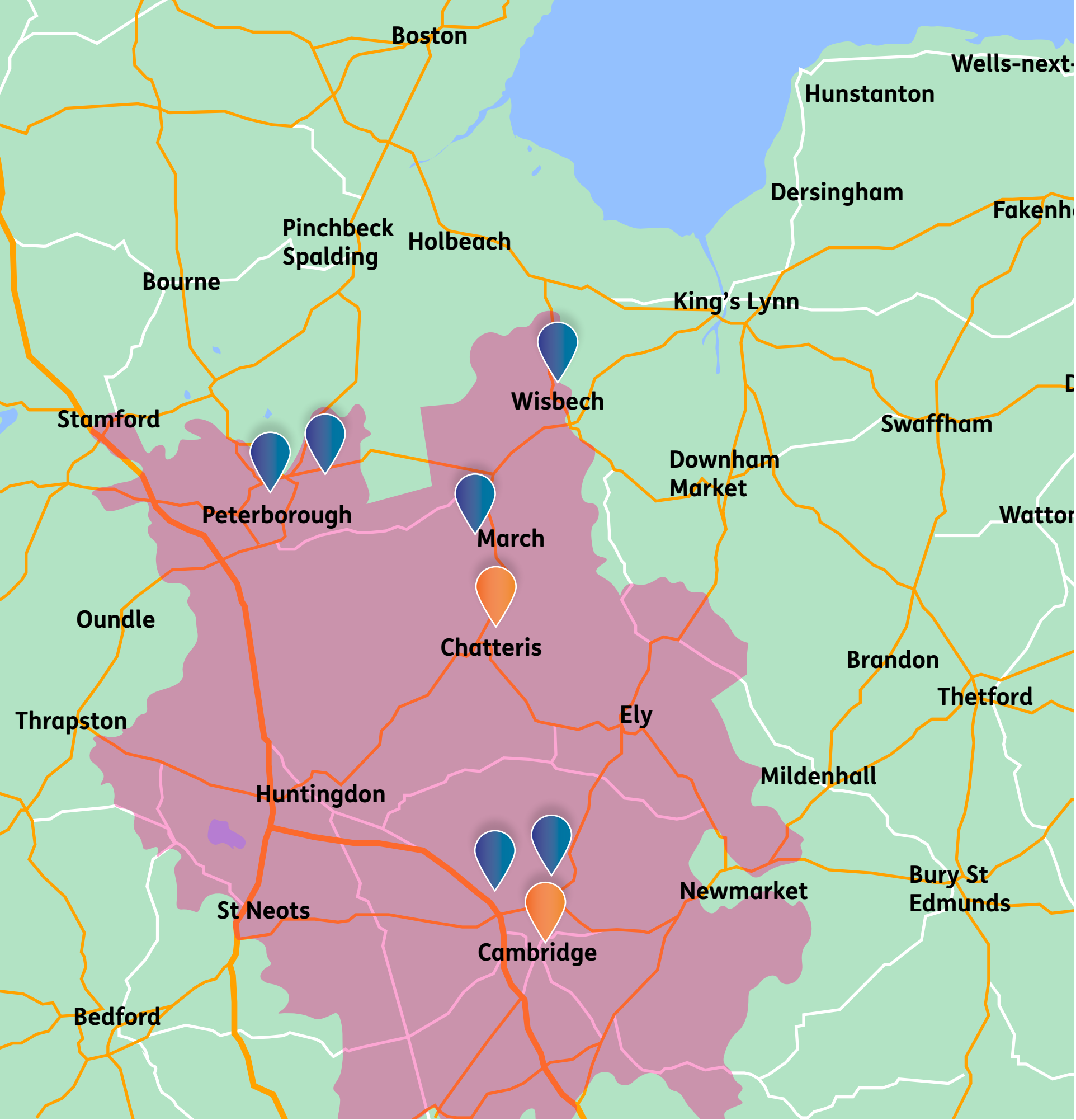
- Age UK
- Alchemab Therapeutics
- Balsham Parish Council
- Bernard Neville Estate Trust
- Cambridgeshire & Peterborough Integrated Care System
- Cambridgeshire County Council
- Castle Camps Parish Council
- Centurion Management Ltd
- Fenstanton Parish Council
- Girton Town Charity
- Histon & Impington Parish Council
- Horseheath Parish Council
- Landbeach Parish Council
- Le Maitre Ltd
- Linton Parish Council
- Littleport Parish Council
- Littleport Town Lands Charity
- Lolworth Parish Council
- Longstanton Parish Council
- NHS
- Over Parish Council
- Penningtons Manches Cooper LLP
- Peterborough City Council
- Pye Foundation
- Savills
- Sawston Parish Council
- South Cambs District Council
- St Andrews Church Stapleford
- Swavesey Parish Council
- The Townlands Charity
- Thomas Galon Charity
- Waterbeach Parish Council
- David Watson
- West Wickham Parish Council
- West Wratting Parish Council
- Weston Colville Parish Council
- Willingham 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.

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

How you can help us:

- Volunteer
- Fundraise
- Remember us in your Will
- Donate
- Become a Corporate Partner



Our venues and areas of specific service delivery

Our Main and Registered Office:

U18, South Fens Business Centre
Fenton Way,
Chatteris,
Cambs
PE16 6TT

Cambridge Office:

The Cherry Trees Club, 2 St
Matthew's St, Cambridge
CB1 2LT

Day Services

The Cherry Trees Club,
St Matthew's Street,
Cambridge CB1 2LT

The Oasis Community
Centre, St Michael's Avenue,
Wisbech, PE13 3NR

March, Cricket Club,
Burrowmoor Road,
March, PE15 9RS

Steve Woolley Court,
Benyon Grove
Orton Malborne,
Peterborough
PE2 5HP

Supporting Friendship Clubs:

Peterborough (Bretton, Eye,
Glington, Netherton, Orton,
Paston and Gunthorpe,
Stanground, Werrington)

Cambridgeshire Handyperson Service

Cambridge City, South
Cambs, East Cambs,
Huntingdonshire and
Fenland

Community Warden Services

See website - Age UK
Cambridgeshire &
Peterborough | Community
Warden Service

Girton Older Residents' Co-ordinator

Girton

Household Support Fund

Cambridgeshire

Countywide Services:

Information and Advice,
Sharing Time, Home
Support Service, Hospital
Discharge and Admission
Avoidance Support
Service, free talks and
presentations.

Age UK Cambridgeshire and Peterborough

U18, South Fens Business Centre,
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Find us on Facebook and X

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www.zestcommunications.co.uk

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Chatteris, Cambs, PE18 6TT