

Annual Review and Impact Statement 2017/2018

Age UK Cambridgeshire and Peterborough



“Ageing is not lost youth but a new stage of opportunity and strength.”

Betty Friedan (1921-2006)

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Hazel Williams MBE
Chairman



Gloria Culyer
Chief Executive

Foreword

By the Chairman and Chief Executive

Welcome to the Annual Review 2018. The following brief summary of our work during the year highlights the number of enquiries, contacts, attendances and so on.

Each and every number relates to an individual and our aim is always to respond to the individual and their unique circumstances. By providing information, social and leisure opportunities or practical support we strive to improve life for local older people in ways which best meet individual needs.

Reliable and timely information is needed in order to make informed choices and during the year the Information Services, including welfare assistance, provided support and guidance with over 8400 enquiries. We estimate that we helped older people claim more than £500,000 in welfare benefits. Since beginning in September 2017, our Lifechangers Service assisted 58 older people who found themselves in unexpected and difficult situations, helping them to access longer term support and solutions. The Girton Older Peoples' Co-ordinator has continued to make connections between people and local activities including the local community car scheme, exercise groups and coffee mornings.

Providing the opportunity for social contacts and leisure activities the day centres saw 8,801 attendances, with a further 14,000 attendances at the Friendship Clubs in Peterborough which are supported by 29 volunteers.

Community Support at Home and Community Wardens provide daily contact and help with small tasks and eleven schemes have provided around 46,000 contacts.

The Homes and Gardens Service continued to flourish and more than 7,282 hours of gardening were carried out and around 500 households were supported each week during the summer. 25,110 hours of home support service were provided and at the end of the year 450 households used this support service.

From 1st April 2018 The Visiting & Befriending Service has been re-named Sharing Time to better reflect the essence of the service. 515 volunteers shared more than 24,000 hours of their time.

Our Handyperson and Home Checks Services provided support to 1901 households. A further 221 people were supported to enable their safe discharge from hospital. 65 households have benefited from Home Energy and Stay Well Checks, meaning a total of 2,187 people have been helped to remain safe living at home.

We work hard to ensure that older people know who we are, what we do and how to get in touch. With that in mind we carried out 76 talks and held two open meetings and contributed to 11 radio and TV interviews and increased our presence on Facebook and Twitter.

Our average reach on Facebook is around 4,329 per month and we have developed new on-line media channels such as LinkedIn and You Tube.

Our campaigns during the year aimed to promote wellbeing and included the Great Get Together, an initiative of the Jo Cox Commission on Loneliness and the Christmas Campaign 'Just another Day'.

In the coming year we continue to focus our efforts on providing support and services which make a real and positive difference to the lives of local older people.

A final message from Gloria

This will be the last Annual Review to which I contribute, pending my retirement later this year. Whilst this is just the second Annual Review for Age UK Cambridgeshire and Peterborough, for me personally these are preceded by many more with Age UK Cambridgeshire. I believe over the years Age UK (formerly Age Concern) has achieved a great deal, working with and for older people. In particular in providing information and advice, practical support and social and leisure opportunities and influencing those who plan or commission services. Nevertheless, there is and probably always will be, much to do and I wish Age UK Cambridgeshire and Peterborough continued success.

Message from Hazel

Age UK Cambridgeshire and Peterborough is a very successful organisation. The charitable work which we carry out is very varied and it touches the lives of many older people and their families.

Gloria has been leading the team for many years and it is her skill in that role that has enabled us to stay 'ahead of the game' in a changing landscape of needs. She has continually helped to make partnerships and find funding so that life is improved for the elderly in Cambridgeshire and Peterborough. She will be the first to say that without her everything will still continue and I am sure she is right, however those of you who have had the privilege of working with her know what a hard act she will be to follow. Our thanks go to you Gloria for your total commitment over the years and we will miss you.



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 10-11](#)

- Information, welfare assistance, guides and fact sheets
- Lifechangers Support
- Older Carers Support
- Older Residents Co-ordinator, Girton

Social Connections:

We aim to reduce social isolation by bringing people together, providing opportunities to meet people and develop friendships. [See pages 12-17](#)

- Day Clubs
- Friendship Clubs
- Visiting and Befriending/Sharing Time
- Volunteering

Practical Services:

We support older people to remain independent in their own homes. [See pages 18-23](#)

- 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

- “The staff are dedicated to their jobs, nothing is too much for them and they help us in every way.”
- “You focus on my Aunt’s well-being and that makes a big difference to her and us.”
- “When I’m at home I feel so lonely; coming to the Day Centre keeps me active and happy.”
- “It’s good knowing you can talk to someone and that they will come and help you.”
- “It’s nice to get out, I don’t go anywhere else. I like the company and the fun chats we have.”
- “You are filling a gap that others give up on. Many other charities lose interest when elderly people are no longer able to attend events, like their AGM, due to mobility and travel problems. Age UK gives us support to help us attend these events.”

If it concerns an older person, it concerns us.



Information and Advice Service

We offer free confidential Information and Advice on a range of issues affecting older people to include:

- Health and Social Care
- Housing
- Income and Benefits
- Personal Safety
- Consumer
- Leisure, Learning and Work
- And much more...

We helped in excess of 8,000 occasions, providing assistance and support over the telephone and in face to face meetings. Guiding 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£523,884

We have a range of useful leaflets

40 Information Guides	58 Fact Sheets
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Lifechangers Support. This service, contracted for one year, was introduced in September 2017. and is aimed at helping older people who find themselves in a changing situation that concerns or affects an individual’s quality of life. We help individuals, who need support to decide what is best for them and their situation, to know their rights, options and choices.

58 older people assisted to access longer term support and solutions.

Older Carers Support. For six months (September 2017 to March 2018) we worked in partnership with Carers Trust Cambridgeshire, Peterborough and Norfolk. We carried out 33 carers assessments and 41 What If plans and supported the work of volunteers in 3 Carers Hubs.

£500,000+estimated benefit take up

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 Safety, Security, Scams and Fraud
- Supported continual development of a local car scheme
- Social afternoons
- Regular coffee mornings
- Various exercise and ‘Strength and Balance’ classes

What our information and advice service users say about us...

- “ I didn’t know there was support out there.”
- “ We really appreciate the time and information you provided, this is a big help to both of us.”
- “ I appreciate your help and support in getting things dealt with so promptly.”
- “ Your support has been a god send.”
- “ Out of all the services we have been in contact with, you are the only one who has actually done what you set out to do.”
- “ You have been my guardian angel.”
- “ This service provides comfort, support and peace of mind for our older population and their families” **Girton Town Charity Trustee**



Social Connections

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

- Day Clubs
- Friendship Clubs
- Visiting and Befriending/Sharing Time
- Volunteering

Our Clubs

11 Friendship Clubs
13,967 attendances

9 Day Clubs
8,801 attendances

Our clubs offer an opportunity for older people to socialise, enjoy activities, entertainment and have a meal.

22,768 opportunities to socialise: an average of 1,897 per month

23,000 Almost 23,000 attendances at our day/ friendship clubs in 2017



Children visiting one of our Day Clubs

What our club service users say about us...

“The days go so quickly when I come to the Day Centre, other days seem so long.”

“I love having a sing-song, it really breaks my day up.”

“I look forward to the pre-school children coming to do activities on a Friday morning for an hour.”

“I like the chair exercises and playing bowls on the green in the summer.”

“I like everything about the club, it makes my week to come.”

“I like coming out to meet people as I live on my own and get lonely.”



“My visitor is the best person, she’s better than the social worker, and she’s better than the doctors. She’s the kindest, most wonderful person I’ve ever met in my life. I’ve been unfortunate in my life to have family that let me down, but my visitor is the kindest person that ever lived.”

Visiting and Befriending/Sharing Time

We provide weekly friendship and support, sharing time to reduce loneliness and social isolation, delivered by trained volunteers. We currently have 492 volunteers who visit someone at home. Volunteers continue to visit during holidays, including over the Christmas period.

Total 24,084 annual contacts: On average 463 per week.

What our visiting and befriending service users say about us...

“We get on so well, and it’s someone to look forward to seeing. She’s (volunteer) good company, lively, chatty and makes you feel easy, you know. I don’t worry what to say next or any of that. I’m glad she’s coming and grateful to you.”

“I couldn’t have been matched to a better person. I enjoy (volunteer’s name) company, look forward to her visits and feel very appreciative to have been introduced to her. Her visits are the highlight of my week and I feel in a much better place now.”

“Having (name) visit has made me feel I am a person again. My family care but live a long way from me, it’s great having someone local who cares.”

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

“The service is fantastic and my mum’s ‘friend’ has made her life so much better.”

“I’m very sad that [name] passed away, aged 92, he was a lovely man and we chatted every week, I feel honoured and privileged to have been a part of his life” **Volunteer**

2,000 Volunteer visiting and befriending contacts each month throughout the year

Volunteering

550 volunteers help to support older people and us directly in a variety of ways, with over a further 108 volunteers helping at the Friendship Clubs:

- **Being a friend:** sharing time and providing companionship with our Visiting and Befriending Service, now called Sharing Time.
- **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 the Age UK Hub in Peterborough, local hospitals, G.P. surgeries, flu clinics, presentation stands at fairs, shows and events.
- **Assisting in our campaigns:** promotion and marketing.

What our Volunteers say about us...

“Being a volunteer at the Day Centre has opened up a new lease of life for me and every one of the team are friendly and helpful.” **Day Club volunteer**

“I only come here for a few hours, but I feel I have achieved something in my life. They did a great job of looking after my husband as a service user a few years ago, so I thought I would come and volunteer.” **Day Club volunteer**

“It’s so fulfilling to visit every week, we have a great laugh and it’s just lovely. If I bring a bit of brightness to (service users name) week then I’m doing something right.” **Visiting and Befriending volunteer**

“I found the day very rewarding, to see the fabulous work that the team do on a weekly basis and the enjoyment the friendship group get from spending that time together. There are some wonderful characters in the group and I would definitely be keen to help out again. Thank you for making us so welcome.” **BGL Corporate Team Day volunteer at a Friendship Club**



“I thoroughly enjoyed the day, it was an extremely rewarding experience to be able to have a positive impact in peoples’ lives, no matter how small. I’d love to do it again.” - **BGL Corporate Team Day volunteer at a Friendship Club**

658

658 volunteers helping to support us and older people

Practical Services

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 Gardens

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

- 1901 households received support through the Cambridgeshire Handyperson and Home Checks Services, some using the service more than once, resulting in 1576 jobs being carried out.
- 221 assisted hospital discharges: average of 18 people a month assisted to return home
- 65 Home Energy and Stay Well checks

2,187 people helped to remain safe living at home.

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

“Age UK helped me a lot with settling into my Council home last year. (Staff name) was so wonderful with her support throughout.”

“Thank you for all you’ve done, I can now go straight out of the door, forwards with my walker, because of my new step.”

“My toilet seat raiser is absolutely amazing, thank you. I didn’t realise what a difference it would make. You were very helpful and go out of your way.”

“Quite exceptional service. I was very impressed by all aspects of the help I received.”



“Grab rails are just what we needed. My daughter made contact on our behalf and our mobility is much easier now especially in the shower/toilet.”

“Absolutely fantastic I completely rely upon the grab rails that were put up for me and being able to get around my house has transformed what I’m able to do.”

“Nothing is too much trouble, everyone is so very kind.”

“I’m sure I would have fallen by now if I didn’t have the grab rails.”

221

assisted hospital discharges -
helping people to come home
from hospital

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.

11 schemes

46,000 annual contacts

What our community warden service users say about us...

“ My hearing is very poor and my warden has made a few phone calls for me; I wouldn't have been able to do this, so she has really helped me.”

“ I don't get out, as I can't walk far. My warden took the time to push me to the shop in my wheelchair so I could choose my own shopping. You don't know what it meant to me. Thank you so much.”

“ I get fish and chips once a week because my lovely warden brings them to me. Without her I wouldn't get this.”

“ I forgot to order my tablets. My warden went to the surgery and by the afternoon my tablets had been delivered. A fantastic service.”

46,000

Our community wardens provided 46,000 annual contacts across 11 schemes



Homes and Gardens

Home help/support: Help with tasks around the home, for example cleaning, laundry and ironing.

25,110 hours of service	2,093 hours per month
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450 Households have received support

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

- “(Home Help) is a gem and a really nice person too. She has been with me for seven years and was a great help following the death of my husband.”
- “The Home Support Worker went above and beyond what was expected, we can’t thank you and her enough for all that you did for Mum.”
- “I hope when you’re as old as me that you get someone as nice as (Home Help name) to look after you.”
- “I trust Age UK to send me someone that I can rely on and trust.”
- “I really value all that you do for me.”
- “You’re the only one who listens and does what I ask you to do.

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

7,282 hours of service

500 households used the service each week in the summer

32,300

Over 32,300 hours of Homes and Gardens services delivered

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

- “Fantastic, thank you so much. Dad has already messaged me to say how pleased he is.”
- “I am very happy. (Gardener name) does a good job and is always on time, which is important to me.”
- “I can’t fault my gardener. He’s been coming for about 4years now and I’m very happy.”
- “I’m very happy with the service. (Gardener name) does his job really well. He cut back my roses and I was slightly worried, but they have come back beautiful and blooming.”



One of our gardeners celebrating with a service user on his 100th birthday

Communications and Campaigns

In order to support people we listen to them and their carers to learn what they want and need. We also need to ensure our communities know that we are here and how we can help. We do this in several ways:

- **Attending events** to give talks and presentations and listening to feedback.
- **Hosting events** to provide information, entertainment, opportunity to socialise and to gather views and opinions.
- **Working in partnerships** on projects and campaigns.
- **Meeting 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.
- **Using information technology** (IT). We keep our website up to date and informative and use social media to promote our messages with the aim of raising awareness and to enable signposting to our services.
- **Providing information** and editorial in a number of local newsletters, health and lifestyle brochures and magazines.

Community Reach:

76 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.

Approximately 2,200 people attended during the year, an average of 182 per month face to face reach through presentations in the community.

We held **2 General Meetings** last year attended by just over 200 older people.

In the media

11 radio and TV interviews given on local TV and radio stations.

76

Talks and presentations
delivered face to face



Photo's from some of our meetings and events

Digital Media

Our Website

In December 2017 our website underwent an upgrade. The launch of the new site enables easier navigation, is compatible with various devices (laptops, phones, tablets) and provides a better user experience.

Visits.

- 25,498 visits to website
- 2,125 average per month
- 70 average a day

Page Views.

- 80,268 website page views
- 6,689 average per month
- 220 average a day

Users.

- Unique Users 19,954
- 1,663 average per month
- 54 average a day

Social Media

Over 1,700 people like or follow us on Facebook and Twitter, keeping in contact with us and helping us to increase our community reach. This helps us to let people know what we do and how we can help.

- Facebook average post reach: 4,329 per month
- Twitter average impressions: 4,608 per month

On-line media developments

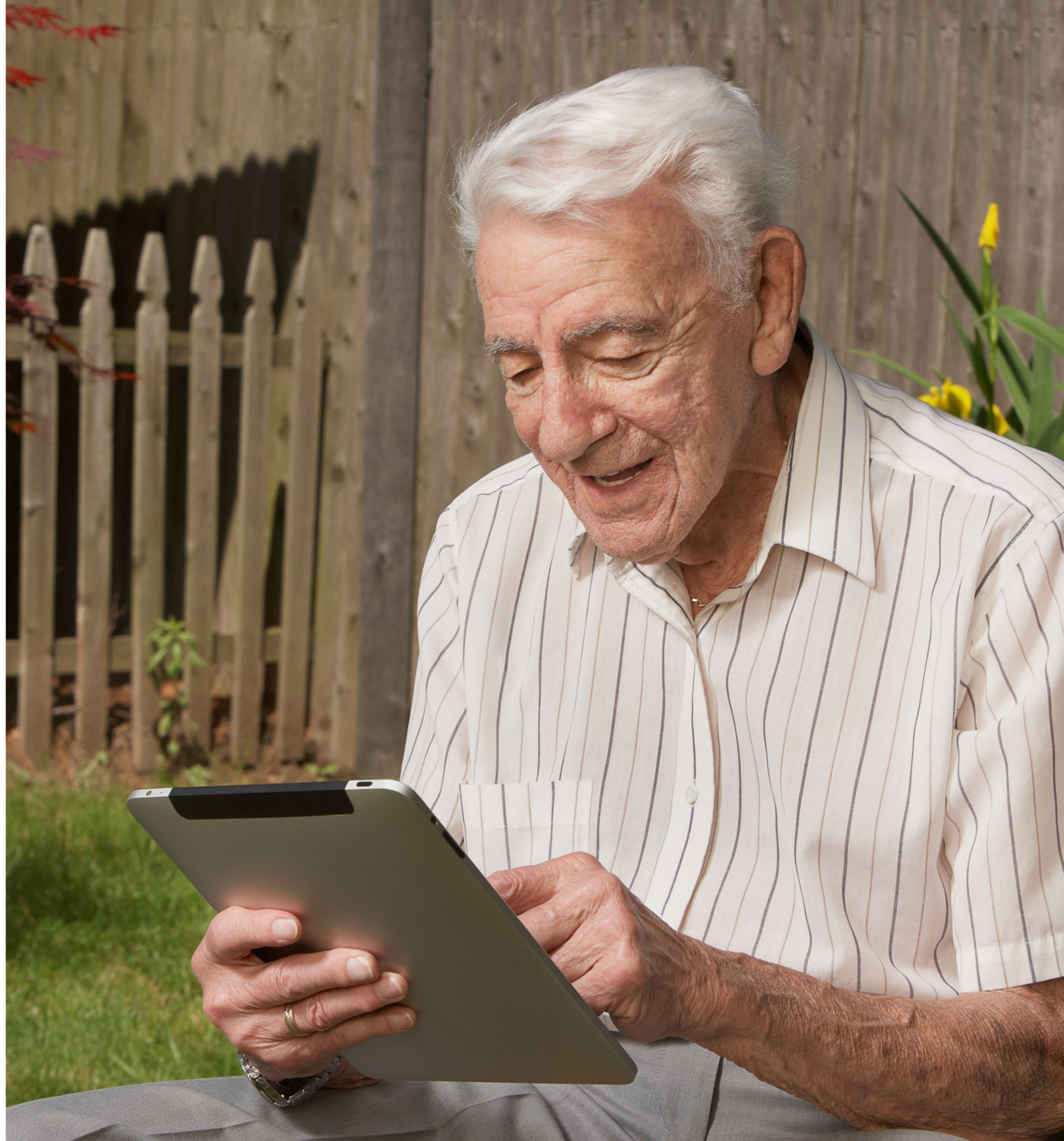
We have developed new media channels and now have a Linked In profile and a You Tube channel.

Linked In is a business networking site aimed at professionals and businesses to share work related information. Our aim is to increase our brand recognition and to attract sponsorships and donations from businesses and organisations to contribute towards our fundraising activities.

You Tube is a worldwide popular video sharing website. Our aim is to share video film to raise awareness of our services and activities in another format. Video has the ability to include all other visual and auditory content. A video can consist of film, a podcast (digital audio file) and an article all in one and include limitless images, infographics, and text.

1,700+

Social media likes or follows.





Police cadets volunteering at one of our Day Clubs

Campaigns

At Age UK Cambridgeshire and Peterborough we strive to support older people, their families and carers. Our mission is to promote the well-being of all older people and to help make later life a fulfilling and enjoyable experience.

Our campaigns during the year aimed to promote wellbeing, reduce loneliness and isolation, provide information and to encourage activity to support aging well. We have also advocated on the benefits of volunteering and have expanded the volunteering opportunities on offer within our organisation.

£6,250

Funds raised from The Big Knit Campaign



Chair of Trustees Hazel Williams MBE, Researcher Bruno Medeiros, Senior Operations Manager Lynne Byrne, President Dr Stephen Webster MA, MD, FRCP, Trustee Michael Bond

Ageing well in the community: social representations of wellbeing promotion in later life.

Over a 3 year period ending in 2017, we collaborated with a scholar from Cambridge University on a study-based research paper looking at Ageing Well in the Community.

The study aimed to explore well-being in later life and how best to promote it. The researcher worked closely with our staff members, service users and volunteers connected with Volunteer Visiting and Day Services.

The researcher was primarily interested in service users' perspectives of what it means to feel well in later life. In summary, amongst other findings, the report concludes:

“Voluntary organisations hold a strategic position of supporting lonely and socially isolated older adults. This study shows evidence of how clients assess positively the support they receive from a charity. Well-being is manifest in their positive views of social support.”



Christmas gifts, donated by local businesses, await staff distribution to older people

No one should have no one

We continue to advocate on the effects of loneliness and isolation, taking part in discussions to influence services.

In July 2017 we held a tea party in support of The Great Get Together, an initiative of the Jo Cox Commission on Loneliness which aims to tackle the issues of loneliness, and has for many years been a prominent campaign of Age UK.

2017 Christmas Campaign 'Just another day' raised awareness and attracted 55 new volunteers. Nearly half of the older people surveyed for Age UK, equating to almost 5.7 million people aged-65 and over, feel their days can be repetitive, almost a quarter of whom (around 1.4 million older people) admitted that Christmas isn't a special day for them and just passes them by.

We are committed to being here year round for older people, to help tackle the loneliness and isolation, which is not only horrible to experience day in, day out, but left unaddressed can contribute to the development of serious medical conditions, such as heart problems and strokes, mental health issues and dementia. During this campaign, as well as attracting more volunteers, we received an increase in financial donations and over 150 gifts were donated by local businesses, to distribute to older people who may not otherwise have received a Christmas present.

5.7m

People aged-65 and over, feel their days can be repetitive.





Painful Journeys

This campaign called on the Government to conduct a review of how both NHS and public transport services work to ensure every older person is able to get to their hospital appointment safely, reliably and affordably. We supported the national campaign, distributing feedback forms and inviting invitations to become a case study.

Some of the comments we passed on are:

“I wait a long time for transport to arrive.”

“There’s nowhere to park.”

“Closer parking to the main (hospital) entrance is needed.”

“It’s exhausting and I feel absolutely fed-up.”

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 have taken part in activity to raise awareness and to help people feel more confident at being able to spot and avoid scams and to know where to get support.

Smart Meters

An Age UK national partnership with Smart Energy enabled us to deliver 2 information sessions about the Smart Meter roll-out. Attendees enjoyed a low energy cooking demonstration and asked many questions of Smart Energy about the installation programme.



Ian Cumming sharing low energy cooking techniques with an attendee at The Lindens, Peterborough office.



The Big Knit

This is an ongoing campaign which 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 do at home. Our knitters knitted 25,000 little hats for our campaign raising £6,250 in vital funds to support local winter projects to help keep older people warm and well in winter through befriending visits, emergency cold weather support, warm meals and other services.

Volunteering

Research has shown that volunteering is beneficial to physical, mental and emotional health. Those who give up their time to help others are less likely to suffer from depression and report to have higher levels of life satisfaction and wellbeing. During the year, we have campaigned on these benefits to encourage and enable people to volunteer for us, creating a diverse range of volunteer opportunities. These opportunities enable volunteering in different ways, either in a group environment, one to one basis, in our offices, at clubs or in the community. The roles range from working with people, administration tasks, to creative roles.

We have supported intergenerational volunteering, working with local schools, colleges and universities. For example in February 2018 students at Anglia Ruskin University hosted a tea party for our service users and arranged door to door transport to facilitate attendance.



Feedback from those attended said “what a wonderful afternoon it was” and “the students were kind and caring and treated us like royalty”.

We have encouraged and supported older people to volunteer with us and where appropriate, promote volunteering as an alternative way of engaging with us. An example is a person was referred to our Visiting and Befriending Scheme as a service user and later became a volunteer visiting befriender to share time with another older person.

Winter - Safe and Well

A campaign providing information, tips and advice on how to stay well, warm and avoid falls over the winter period and a topic discussed at our Autumn General Meeting, last October.

Cold weather preparations, support and advice can help reduce the risk of serious health problems that are more common in the colder months and to which older people are more vulnerable. Our campaign raises awareness and information on how to keep yourself and your home warm. The campaign supports our services, providing home energy efficiency checks, help regarding entitlements to any benefits or discounts such as Winter Fuel Payment and Cold Weather Payment and practical safety around the home to reduce risk of slips and falls in icy conditions.



“Age UK provide valuable services for clients referred to us, and are meeting growing needs in the community”

What others say about us

Carers:

- “ I didn’t know where to turn or what to do next. My mother has died and I am caring for my father. It all feels so much, I’m tired and my head isn’t working properly. I am so grateful to be able to talk everything through with you and what I can do. You’ve given me options and helped when I wasn’t receiving any support.”
- “ You helped me to get attendance allowance for my husband, it has helped me to look after him. When he had a fall and had to go to hospital, again you helped me, talking about his discharge and care he would get. I’m so pleased you are there and for all the information and help you have given to me.”
- “ 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.”

Other Professionals:

- “ Age UK provide valuable services for clients referred to us, and are meeting growing needs in the community, especially with their Befriending and Lifechangers services. They are also a valued partner on the CPFT Case Management project, representing the Network knowledgeably at two Neighbourhood teams.” **Health & Wellbeing Network**
- “ Peterborough City Council work in partnership with Age UK to support the delivery of innovative services for older people within Peterborough. The Council value the expertise of Age UK at the Older People’s Partnership Board, and have worked jointly to recruit new Older People’s Ambassadors to assist with the assessment and development of any new services to ensure they are suitable for older people.” **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... The team we have is great. I have gained confidence and experience. I feel useful and love the people that are here. **Day Club volunteer**

I'm **#ProudtobeAgeUK** because... The person I befriend has Alzheimer's and she says she looks forward to my visits. I feel there may not be many volunteers who would have the patience to do what I do. **Visiting and Befriending volunteer**

I'm **#ProudtobeAgeUK** because... The person I visit told me, "you are my friend and brighten up my day when you come." **Visiting and Befriending volunteer**

I'm **#ProudtobeAgeUK** because... It's enjoyable and so interesting to hear people's life stories and become a part of their life in later years. I love to hear my older friend say "I do look forward to your visits every week - you make me smile". It gives me a sense of pride to be a good friend. **Visiting and Befriending volunteer**

I'm **#ProudtobeAgeUK** because... My role as an Age UK warden is not only rewarding, but I know I am making a difference every day to someone's life. Just a small kindness can mean so much. **Community Warden**

I'm **#ProudtobeAgeUK** because... I get a great deal of job satisfaction with what I do each day. To see the faces of people I have helped with a difficult situation makes my day. I go home with a feeling of 'job well done'. **Community Warden**

I'm **#ProudtobeAgeUK** because... Having helped Age UK on my days off work, I realised the value of the support that the organisation gives and decided I wanted to change my career and concentrate my efforts in supporting older people in a full time capacity. I love working for the organisation and making a difference to people's lives every day of the week. **Handyperson Team member**

I'm **#ProudtobeAgeUK** because... it gives me great pleasure in making a difference to someone's day and putting a smile on their face. **Homehelp/support worker**

I'm **#ProudtobeAgeUK** because... I witness the dedication of our staff and volunteers and see first-hand their true desire to help others and make life better for older people. **Manager**



I'm **#ProudtobeAgeUK** because... it gives me the opportunity to give something back to the community, it enables me to meet some very interesting and wonderful people and it is great fun. It has become a really important part of my life and I feel so lucky to have met the people I have through volunteering.
Visiting and Befriending volunteer



David Bruch
Treasurer

Treasurer's Review

We are delighted to report that the income of the charity, at approximately £1.67m, has remained comparable with the previous year and overall the outturn for the year is a little improved compared to forecast.

£1.6m of the charity's income has been spent on the services and activities outlined in this Review and Impact Statement.

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 whose support enables 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.

During the year we have benefitted from legacies which strengthen our ability to respond to local needs both now and in the future.

Although times are tough.. in the commercial world, our trading subsidiary, Age UK Cambridgeshire and Peterborough Enterprises Ltd continues 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 minimum wage the bill would amount to more than £500k a year.

As ever, a heartfelt thank you to all our supporters who have given time, a donation, left a legacy, made a donation in 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
2Victoria Street,
Chatteris,
Cambridgeshire PE16 6AP.

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, Gloria Culyer, working closely with a management team, staff of 164 people, being the equivalent to 55 full-time people and over 650 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. Our general meetings are very popular and we hope to see you at one of them, 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

Yusufali Bandali

John Holdich OBE

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President:

Dr Stephen Webster MA, MD, FRCP

Chief Executive

Gloria Culyer MBA *

*Directors of Age UK Cambridgeshire and Peterborough Enterprises Ltd

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