Annual Review and Impact Statement 2016/2017 Age UK Cambridgeshire and Peterborough

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Hazel Williams MBE Chairman



Gloria Culyer
Chief Executive

Foreword

By the Chairman and Chief Executive

We are delighted to present this, the first Annual Review, of Age UK Cambridgeshire and Peterborough following the merger of Age Concern Cambridgeshire with Age Concern Peterborough on 1st April 2016.

It is a credit to our staff and volunteers that, whilst we have been busy integrating our organisation, services have continued uninterrupted and indeed new work has come on-stream. To those who use our services and to the outside world it has been a case of 'business as usual'.

The Information Services, including welfare assistance and advocacy, provided help to more than 10,000 people. We estimate that we helped older people claim more than £1m in benefits. The contract for Advocacy was re-let and awarded to another organisation from October 2016. The Girton Older Peoples' Co-ordinator has continued to make connections between people and local activities and has introduced new events to the community, such as exercise classes, falls prevention sessions and information events.

Helping maintain social contacts remained a priority and the day centres saw 9,473 attendances, helped by 41 volunteers and in excess of 14,000 attendances at supported Friendship Clubs in Peterborough. The clubs provide a great day out with friends.

Community Wardens provide daily contact and help with small tasks and nine schemes have provided nearly 39,000 annual contacts.

More than 9000 hours of gardening were carried out and around 600 households were supported each week during the summer. We will be expanding our gardening service during the coming year.

The Visiting and Befriending Service is supported by 469 volunteers who provide regular visits. More than 23,000 hours of service were provided and in the coming year we are looking at ways to further support volunteers and develop the range of volunteering opportunities.

Another area of development is the Home Help and Home Support Service to provide an even wider range of services. 27,747 hours of service were provided and at the end of the year 480 households received the service.

1,518 well-being assessments for Handyperson and Home Checks have been carried out and 202 people have been assisted with getting home from hospital. With 50 home energy checks, a total of 1,770 people have been helped to remain safe living at home.

To make sure people know about what we can offer we have carried out 101 talks, held two open meetings, contributed to 13 radio and TV interviews and increased our presence on Facebook and Twitter.

In the Big Knit Campaign we hope to achieve 27,000 knitted hats by end July 2017 which will raise £6,750. We have also supported the No one should have no one campaign and again work to improve the opportunities for friendship and companionship will be a priority in the coming year.



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**.

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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, guides and fact sheets
- Community advocacy
- Welfare assistance
- 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

- Friendship Clubs
- Day Clubs
- Visiting and Befriending
- Volunteering

Practical Services:

We support older people to remain independent in their own homes. See pages 18-22

- Home Help/Support
- Gardening
- Home Checks and Cambridgeshire Handyperson
- Community Wardens



We continue to promote aging well and support people in the ways 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

- **"**You have made a massive difference to the way we are coping and to our lives."
- You have been superb to both me and my son.
 You are professional, caring and knowledgeable and I can't express enough how grateful we are for your support. I feel I have landed on my feet and don't know where we would have been without your help."
- I am so grateful to you for giving me your time."
- I really enjoy coming to the centre each week.

 It's lovely to catch up with my friends. We do our exercises and then a quiz to keep our brains as well as our bodies active!"
- Without Age UK I would not be able to cope. It has allowed me to continue to live independently. Thank you".

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 10,000 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

£1,013,322

We have a range of useful leaflets

40 Information Guides

58 Fact Sheets

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 and security, scams and fraud, Lasting Power of Attorney
- Falls prevention sessions
- Afternoon Tea
- Various exercise classes
- Supported a local singing group
- Supported the launch of a Community Car Scheme



Over £1m estimated benefit take up

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

- Thank you, you are the first person to really listen to me and help me understand the way it all works."
- I could not have sorted this out on my own, thank you for being so knowledgeable and helping me."
- I just wanted to say how grateful I am for your support with my Blue Badge application. Since the change in eligibility criteria I found it very difficult to understand."
- "How grateful I am that you persuaded me to be assessed for Attendance Allowance. I did not believe I was eligible but I was reassured and now I can afford to take a taxi to the hospital for follow-up appointments. I had been worried about how I was going to manage."
- **66** Without your help, support and guidance we would not have known about Carers Allowance and Attendance Allowance."
- The help has been a lifeline and brought me into contact with the outside world."



Social Connections

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

- Friendship Clubs
- Day Clubs
- Visiting and Befriending
- Volunteering

Our Clubs

10 Friendship Clubs 14,349 attendances 9 Day Clubs 9,473 attendances

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

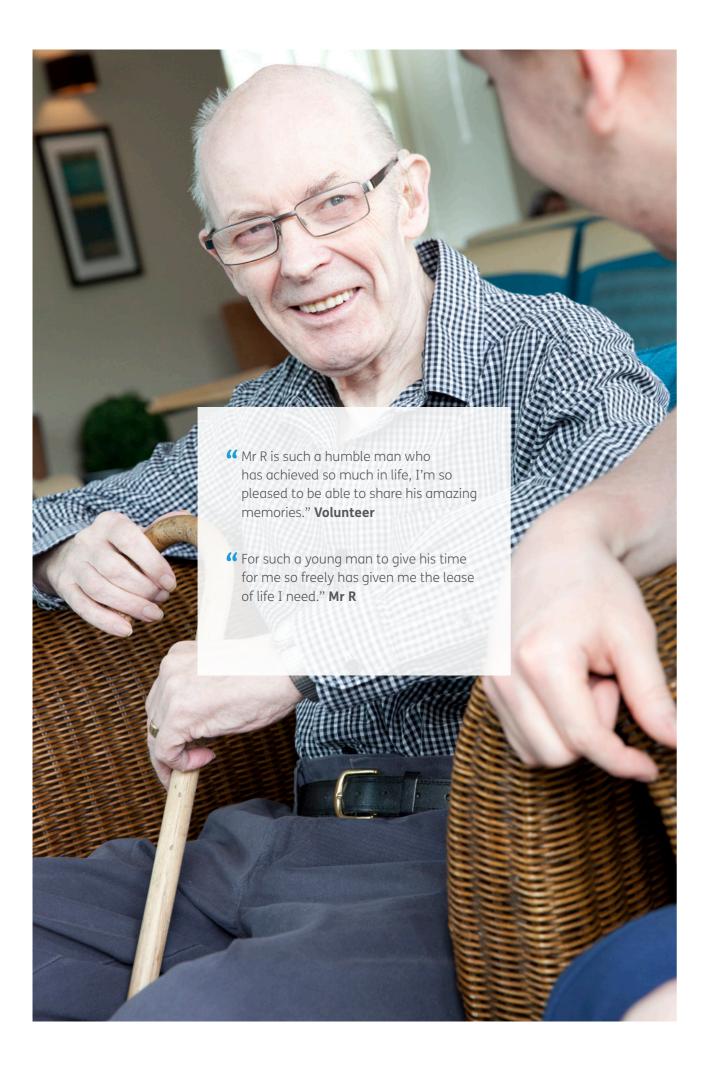
23,822 opportunities to socialise: an average of 1,985 per month

24,000 Almost 24,000 people attended our day clubs in 2016



What our club service users say about us...

- **46** I come to the centre with my husband. We live on our own and get lonely, as our family live abroad – we enjoy the company and my husband likes to play dominoes. I would rather do craft work or cookery. Today we made scones."
- **46** I think that the club is great value for money. We get a hot meal, do lots during the day to keep us busy and we really have a laugh!"
- **66** I've had a bad health spell recently and was in hospital for 2 weeks and then bed ridden at home for 5 weeks. The day centre is a lifeline to me and a way of keeping in contact with people. I spend more time in bed than up and I feel so grateful to be able to come here. The 5 weeks I couldn't come were awful."
- **44** If we didn't come here we would be lost."
- **46** Club day is the best day of the week, it gives me something to look forward to."
- **46** What we like about the club is it feels like a real family and we feel part of that family."
- **46** If we can't attend someone always calls you to check you are ok, I was in hospital recently."



Visiting and Befriending

We provide weekly friendship and support to reduce loneliness and social isolation delivered by trained volunteers. We currently have 469 volunteers who visit a person at home. Volunteers continue to visit during holidays, including over the Christmas period, if they can.

Total 23,670 annual contacts: On average 455 per week.

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

- I woke up on the morning of the August Bank holiday weekend feeling very low as I associate this time of the year, like Christmas, as 'family' time. It didn't seem so bad knowing my volunteer was coming the next day. When she arrived I told her how I had been feeling and we chatted over a cuppa and life seemed a whole lot better. Being able to talk to somebody who chooses to visit you because they want to, is a great feeling."
- Without my weekly telephone call I would feel less associated with the world. She listens to me and never judges me, but has assisted me in getting help when I needed it."
- My life changed when [befriender] first knocked on my door. I look forward to her visits every week."
- **44** My volunteer's visit is the highlight of my week. We have a laugh!"

455

Volunteer befriending contacts per week throughout the year

Volunteering

519 volunteers help to support older people and us directly in a variety of ways, with over a further 50 volunteers helping at the Friendship Clubs:

- **Being a friend:** providing companionship with our visiting and befriending 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 Age UK Hub in Peterborough, Addenbrookes Hospital in Cambridge, flu clinics, presentation stands at fairs, shows and events.
- Assisting in our campaigns: promotion and marketing.

What our Volunteers say about us...

- I look forward to bringing some Sunshine into the life of the lady I visit each week. I feel reassured and supported by the scheme. I am also looking forward to meeting other volunteers at information and social events in the future." Visiting and Befriending volunteer
- I like to help other people and I enjoy coming to the centre. I've been volunteering here for over 30 years now, it gives me motivation. It's lovely to see others enjoying themselves." Day Club volunteer
- I love my weekly catch ups and think both of us learn a lot from each other." Visiting and Befriending volunteer
- I started visiting intending to give help and support to someone else but in fact I found that I received so much from it I probably get more than they do! It's a lovely scheme." Visiting and Befriending volunteer
- I really enjoy meeting all the different people and making a difference to their day, adding some enjoyment." Friendship Club volunteer

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- 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."
 - **Volunteer, retired age 95** in September 2016, after 15 years of voluntary service with us as a befriender making weekly contact phone calls.

500+

Over 500 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.

- Home Help/Support
- Gardening
- Home Checks and Cambridgeshire Handyperson
- Community Wardens

Home Help/Support Service

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

27,747 hours of service to 480 households

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

- **46** (Home Help) is gentle and kind, meticulous in the work she does. I am very pleased with the Home Help service."
- I am very happy, she is now like part of the furniture. We have a laugh and joke while she does the cleaning, which is very good."
- 46 My Home Support worker has been really good to me and understanding when my wife passed away. I give her 10 out of 10 on everything."
- "My Home support is great, she has helped me sort out a problem with getting extra help, referred me to the office for advice and has helped arrange a gardener for me."
- **46** She is just brilliant, I love that she has been with me all the time and she knows just what I need."
- Sometimes I feel very anxious and my home help is so supportive. She listens to me and talks it all through with me. I feel so much better after our chats and so grateful to have her."

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Gardening Service

Low level maintenance jobs such as grass cutting, weeding, trimming hedges.

9,226 hours service delivered.

In the summer over 600 households used the service each week.

What our gardening service users say about us...

- 46 As I am no longer mobile enough to look after my garden, the Age UK Gardening service and my gardener is an enormous help, without him I would not be able to enjoy it."
- I couldn't do without my gardener, he looks after my garden really well and nothing is too much trouble for him."
- 46 My garden means such a lot to me and thanks to Age UK and my gardener, who is friendly, reliable and works hard, I can enjoy it knowing that it is always looking good. Delighted! Thank you."

600

Households had a gardener each week - Summer 2016

Home Checks and Cambridgeshire Handyperson Service

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.

- 956 households received support through the Cambridgeshire Handyperson Service, some using the service more than once, resulting 1105 jobs carried out.
- 562 older people received support through our Home Checks Service.

202 Assisted hospital discharges

50 Home energy checks

1,770 people helped to remain safe living at home.

What our home checks and handyperson service users say about us....

- Thank you for the grab rails supplied after a visit from one of your lovely ladies. She was so helpful and informative and also helped us to obtain Attendance Allowance, which will help tremendously in the future. I had no idea so much help was available to us. I now feel much more informed and will not hesitate to call you in the future if we need more help. Thank you."
- We didn't know this help was available. We are so grateful. Everyday activities are less burdensome now."
- I'm answering on behalf of my Dad and I must say the work has improved Dad's wellbeing immensely."
- I feel so much safer now. Thank you very much."



Community Wardens

(Includes new scheme in Ely which started in Oct 2016)

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

9 Schemes

38,880 annual contacts

What our warden service users say about us...

- Wothing is too much trouble for my Warden. For such a small charge she checks on me every day and if I ask for a small amount of shopping she happily brings it for me. She is always happy and some days she is the only person I see or speak to and she really brightens up my day."
- My Warden chose a lovely card for me to send to my Daughter. Without her I wouldn't have been able to do this. It meant so much to me and my Daughter."
- What would my family and I do without our village warden? My children take great comfort in knowing that if I have an accident at home or am seriously ill there is someone there who is keeping an eye on me and will let them know. I take great comfort in this too."
- I have been on the Warden scheme for 15 years now. My wife loved the visits from our warden. She used to paint her nails when my wife was unable to do it for herself due to her illness. Since my wife passed away the warden has supported me through a very difficult time. She understands when I am low and upset and talks with me about my wife and our lovely memories. Thank you Age UK for a wonderful service."

38,880 Annual contacts through our warden scheme

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

- Attending events to give talks and presentations and listening to
- **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:

101 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 218 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

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

Talks and presentations delivered face to face













Our Website

Visits.

- 26,857 visits to website
- 2,238 average per month
- 73 average a day (11 visits a day are from overseas.)

Location

- United Kingdom 22,829 (85%)
- Other Countries 4,028 (15%)

Page Views.

- 81,126 website page views
- 6,760 average per month
- 222 average a day

Users.

- Unique Users 20,206
- 1,683 average per month
- 55 average a day

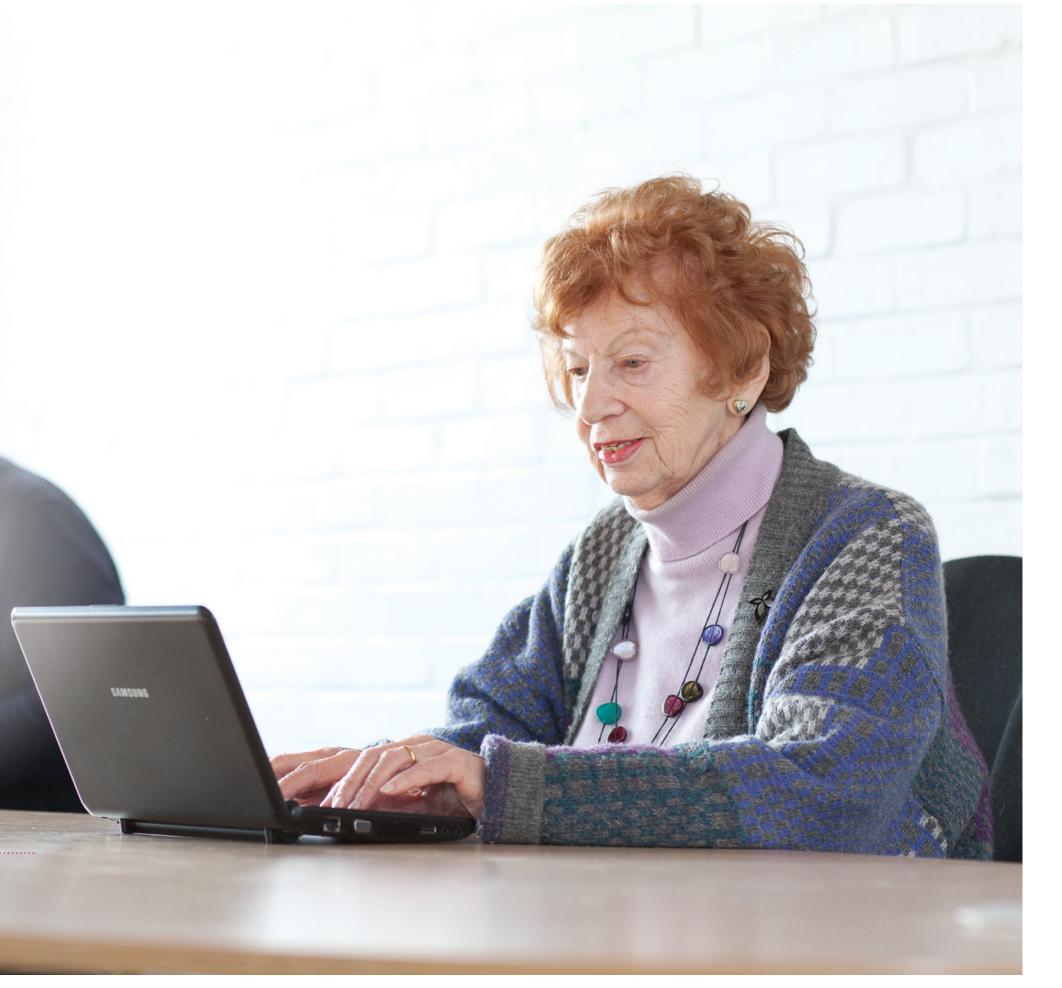
Social Media

Over 1,500 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: 4,115 per month
- Twitter average impressions: 2,070 per month

1,500

Social media likes or follows.





Campaigns

Our campaigns during the year aimed to reduce loneliness and isolation and to promote activity to support aging well.

The Big Knit Campaign

The Big Knit Campaign has raised vital funds to support local and national winter projects to help older people keep warm and well in winter through befriending visits, emergency cold weather support, warm meals and other vital services.

The Big Knit is a great way to bring people and communities together. Knitting groups are being held all around the county for people to get involved, share patterns and time together. It's also something that can be done at home and many people enjoy being included, feeling they can contribute even if housebound.

As part of a National campaign we aim to knit 27,000 little hats by 31st July 2017 in order to fundraise £6,750.

£6,750 Target fundraising from The Big Knit Campaign



What our campaign supporters say about us...

- **46** I used to be a nurse and I love doing the hats because it keeps me busy and also makes me feel like I'm still helping people and making a difference."
- **46** My grand-daughters love helping me on The Big Knit and counting all the little hats. We enjoy time together choosing the wool, colours and patterns and I've taught the eldest how to knit. I've shared patterns at the girl's school and know at least one other person who's teaching her granddaughter to knit. It's nice to involve younger people and have a way to share time together in the old fashioned sense, away from TV and computers."
- **46** Since I joined the group my arthritis has improved, I think it is because I'm using my hands and they are getting more exercise. I love coming for a chat and seeing what we are all knitting. This group has been my saviour."

Campaigns

No one should have no one

This is an ongoing campaign and earlier this year we joined with the Jo Cox Commission on Loneliness when the focus was upon older people. We continue to advocate on the effects of loneliness and isolation and take part in discussions to influence services.

85,000 older people in the East of England, experience chronic loneliness. This represents a serious public health concern, as harmful to our health as smoking 15 cigarettes a day or being morbidly obese, (Holt-Lunstad, 2015).

But loneliness in later life is not inevitable.

We continue to share our learning on 'what works' from National Partner pilots on reducing loneliness. The pilot results show that through efforts to 'reach', 'understand' and 'support' people at risk of loneliness – through our outreach, support services, activities and guided conversations and person centred approach – 88 percent experienced a reduction in their feelings of loneliness.

Digital Inclusion

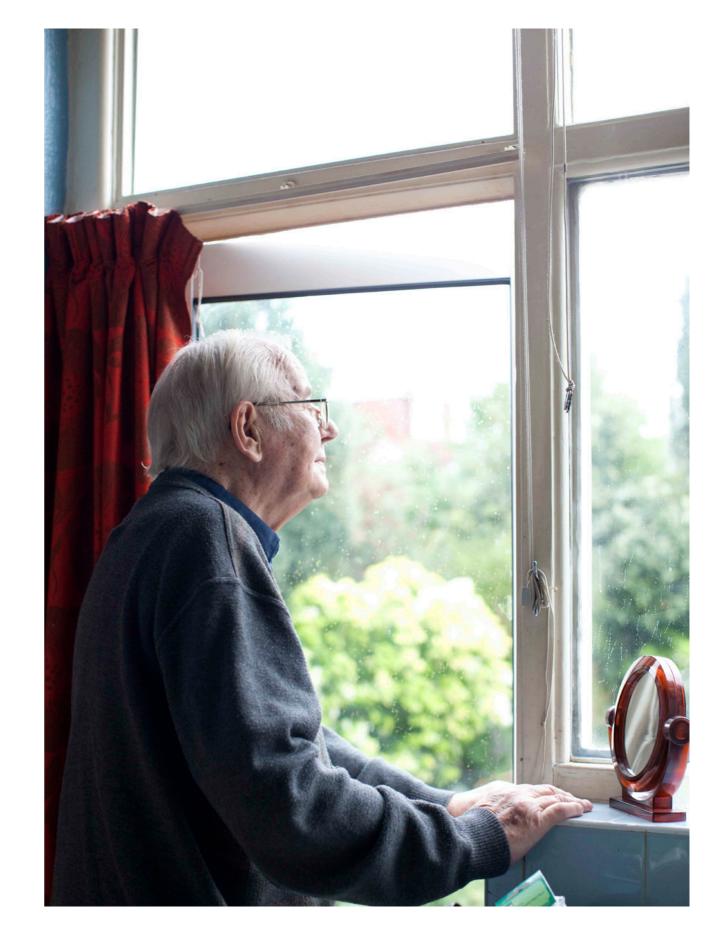
In partnership with Cambridgeshire County Council Library at Home Service we supported a trial project showing housebound older people how to use tablets and access the various opportunities available on line.

General Election

We supported a national campaign which called on the next Government to make sure all older people:

- Receive dignified care at home, in hospital, and in care homes.
- Have a decent income.
- Live a life free from loneliness.

85,000 Older people in the East of England, experience chronic loneliness.





What others say about us

Carers:

- Until I made the initial call to Age UK, I wasn't aware what Age UK did or could do. They gave me lots of useful information and set up a visitor for mum. They get on great together, mum enjoys and looks forward to seeing her volunteer each week. We appreciate and are grateful for all the additional help and advice we have been given. Thank you."
- We live 2 hours away from my Mother. It is such a comfort to us to know that the warden checks on Mum every day and helps her with day to day tasks that we are not able to be there to do.
- Things like posting letters/bills and making sure she has enough bread and milk are so important. The Warden is never in a hurry and the time spent with Mum is very much appreciated."
- 66 My wife became very unwell and I was so worried not knowing what to do. The warden arrived and was so calm, taking control and phoned for an ambulance. She waited the whole time with us. I am so grateful, I don't know what I would have done without her."
- **Thank you so much for arranging for my mother to be assessed for the enhanced level of Attendance Allowance. The increase from the basic level, which you also originally organised for us, has made the difference to our family managing to support her along with several visits each week from a paid carer."

Other Professionals:

- 44 Age UK connect with older people to deliver a number of valuable services that prevent them from requiring ongoing support from statutory sector. They are a key partner of the Council both in supporting operational delivery and strategically in attending the Older Persons Partnership Board and facilitating the Council's prevention agenda."
- 44 Age UK provide a valuable service for residents in Peterborough. PCVS's Wellbeing Service regularly refer clients to Age UK from the Multi-Disciplinary Team meetings that they attend. Age UK contact our clients and visit them in their homes offering a full assessment for befriending and benefits, shopping and gardening services. We consistently have complimentary remarks about the standard of their service and the knowledge of their staff from our clients, and from health professionals that we work with."

Staff and Volunteers:

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

I'm **#ProudtobeAgeUK** because I feel like I make a real difference. I've been visiting for 5 years and I find it greatly rewarding to build a relationship with someone who can be very lonely and looks forward to a visit. **Visiting and Befriending volunteer**

I'm **#ProudtobeAgeUK** because it's good to be part of something that helps other people and it's fun! You can have a laugh and you get to know everyone and their individual sense of humours. I really enjoy making myself useful, even if it changes someone's life for only 10 minutes, it makes me proud. **Day Club volunteer**

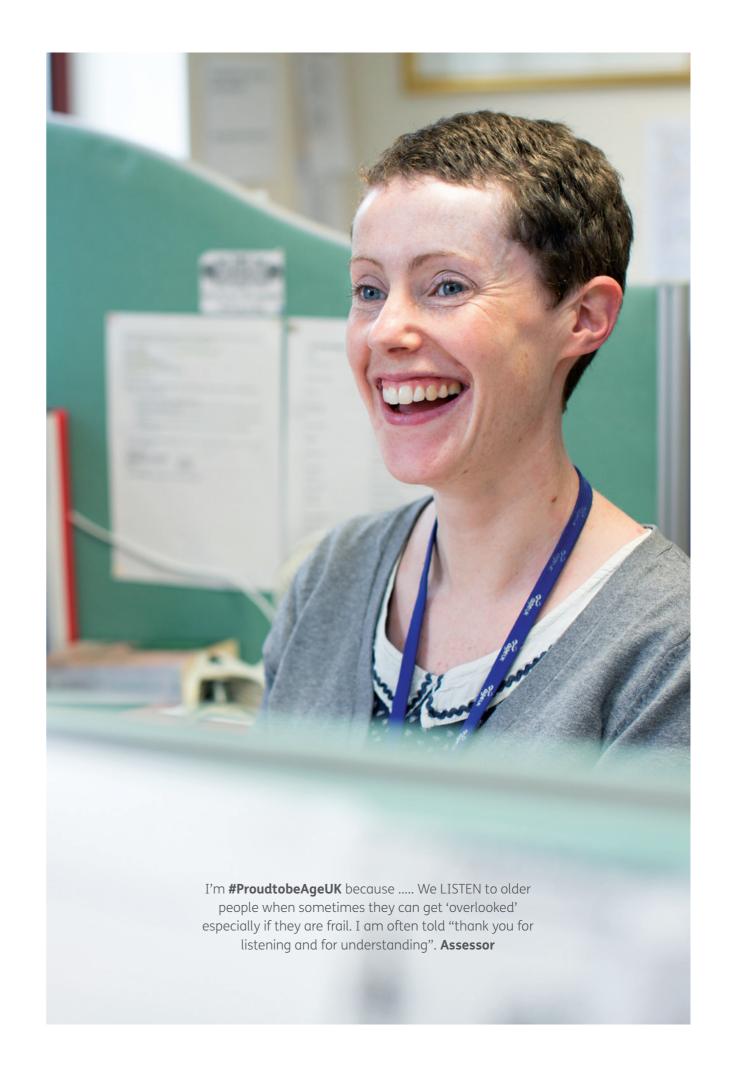
I'm **#ProudtobeAgeUK** because I have made good friends with an older person who has little to look forward to. I really enjoy my visits each week. We speak in Italian and it's so nice to practice our skills and our shared interest in literature. She is a very interesting woman and our time together develops us both. It's so rewarding. **Visiting and Befriending volunteer**

I'm **#ProudtobeAgeUK** because I enjoy working with a diverse group of people all of whom have something to offer. I like welcoming them to our day club and providing enjoyment and stimulation. It's rewarding to see our members having fun and participating in activities. **Day Centre Organiser**

I'm **#ProudtobeAgeUK** because I like linking direct support to give an older person the help they need when they need it most and so they can remain independent in their own home. **Home and Gardening Organiser**

I'm **#ProudtobeAgeUK** because I work alongside volunteers who generously gift their time for free to help make the lives of older people better and more enjoyable. We couldn't provide the services we do without them, they are my inspiration. **Volunteering, Visiting and Befriending Organiser**

I'm **#ProudtobeAgeUK** because I know the staff I support within Age UK do what they do because they really care about helping older people. **Executive Assistant**





David Bruch Treasurer

Treasurer's Report

The underlying income of the charity on its own is approximately £1.7m. The accounts will show an unusually high surplus this year, which has been distorted by the introduction of the funds and assets from the predecessor charities. The underlying position is reasonably in line with budget.

The total unrestricted funds were spent in the main on services and activities, information and advocacy, influencing and campaigning and the governance and administration of the organisation.

Restricted income was spent to provide a range of services and support for older people and these services are categorised as either services and activities or information and advocacy.

We express our sincere thanks to all those who supported Age UK Cambridgeshire and Peterborough by giving their time, buying products and services through our trading subsidiary, making donations and remembering the charity by leaving a legacy.

We also give our grateful thanks to all companies, corporate trusts and foundations for their support.

A copy of the accounts is available on request to: Age UK Cambridgeshire and Peterborough County Office, Admin Services, 2 Victoria Street, Chatteris, Cambridgeshire, PE16 6AP

Governance and Management

Age UK Cambridgeshire and Peterborough is a charitable incorporated organisation. We are non-profit making and 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 and volunteers.

In conclusion

We hope that you have found this report helpful, informative and easy to read and we welcome your feedback as we develop this annual review and indeed all our publications. Please do have a look at our website and follow us on Facebook and Twitter and let us know what you think.

Tell us as well about what's happening in your area that might affect the lives of older people and let us know how we can help.

There are many ways to volunteer, do come and talk to us about how we may work together.

Board of Trustees
Hazel Williams MBE (Chair)
Clive Adkin (Vice Chair)
David Bruch FCA (Treasurer) *
Adrian Kirby
Peter Clements
Yusufali Bandali
John Holdich OBE
Brian Parsons
Alison Reid
Michael Bond
Alex Alexander
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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Find us on facebook and twitter



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