

# Annual Review and Impact Statement 2020/2021

Age UK Cambridgeshire and Peterborough



**“Alone we can do so little;  
together we can do so much”**

**Helen Keller**

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**Hazel Williams MBE**  
Chairman



**Melanie Wicklen**  
Chief Executive

# Foreword

## Chief Executive Summary

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I guess 2020/21 was not the year any of us had foreseen and as these 12 months have passed by so quickly, I am incredibly proud to write the Foreword for our Annual Review and Impact Statement.

The country was in full lockdown as we entered April, bringing huge challenges to all organisations, regardless of sector and, as ever, our focus remained on supporting older people across Cambridgeshire and Peterborough. For many this plummeted their lives into even greater depths of isolation, but also created difficulty in accessing everyday essentials such as food and medication. Our team of dedicated staff were quick to demonstrate their flexibility and invaluable commitment to helping our older residents.

A number of staff were re-deployed to other services, which due to the circumstances, took priority. Some services were temporarily suspended as we couldn't safely carry them out, such as Day Services, but still staff were able to arrange doorstep visits and welfare calls to ensure nobody was alone in these difficult times. Sadly, it did mean that we had no choice but to use the government's Job Retention, or Furlough Scheme, however it does mean that we have been able to protect the future delivery of services such as Homes, which offers support with household chores and much more, and we are pleased to have welcomed the whole team back some time ago.

The figures within this year's report demonstrate the immense need for support in extremely difficult times, and whilst numbers, such as over 11,000 Information and Advice enquiries supported, over **£1.4 million in welfare benefits awarded** and over **2000 deliveries of groceries and sometimes medication**, it's hard not to remember that the support was to individual people who each had their own story and own reason for reaching out for help.

We could have not achieved this without the dedication of our volunteers, who too showed immense flexibility in their approach to their roles, such as making phone calls instead of paying face to face visits through our Sharing Time service – nearly 18,000 contacts during the year with the newly formed Telephone Befriending service. We very quickly created an essential Shopping Service, which again was supported by volunteers and staff, who were working across a number of services. Even more pleasing was the response from the general public who were interested in volunteering for us for the first time. This enabled us, with the support of valuable trust funds, to launch a specific Telephone Befriending Service. For some, volunteering would not have been possible in the past due to their commitments or own health issues prohibiting this. The increased community spirit and sense of giving has been truly overwhelming and as I recently said to our staff, a million thank yous, would never be enough.

Special recognition also goes to those who gave their time, some voluntarily to provide support to older people on Christmas Day, and indeed over the whole Christmas period, to deliver hot meals in partnership with local Charity Mary's Child, and to those who worked for the Hospital Discharge Service. Also recognition must go to the staff and volunteers who gave their spare time to support mass vaccination centres in January this year; an historical and truly rewarding experience.

I would like also to take the opportunity to thank our Senior Management Team who worked tirelessly to implement the necessary changes, including ensuring Covid Secure measures were in place, in such a smooth and professional manner, and like many, lost count of the number of hours worked, often over 7 days per week.

A certain legacy of the pandemic is the positive collaboration with all sectors, statutory, voluntary and private. This meant together we could provide the appropriate support to those most in need. A number of professional working groups were created, and still continue today, such as Cambridgeshire's Covid Resilience Group and Peterborough's Covid-19 VCS Group.

At a national level, Age UK carried out research to demonstrate the debilitating impact, physically and emotionally, of Covid-19, on the lives of older people.

- 12% (around 1.9 million) felt they were less independent since the start of the pandemic.
- 10% (around 1.6 million) of older people who had previously been able to get up and down the stairs were now finding it difficult.
- 9% (around 1.4 million) of older people who had previously been able to walk short distances were now finding it difficult.

This demonstrates the need to continue the services and support provisions whilst working with older people to ensure appropriate help is in place, or indeed lobbying on behalf of older bring this in place.

Further details of the latest Age UK report can be found here:

<https://www.ageuk.org.uk/latest-press/research-pandemic-impact/>

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We were fortunate to have received a great deal of recognition for the types of interventions we were able to offer, whether existing or new reactive services, and this resulted in some very generous personal donations and successful grant applications, which have been used to support our newly implemented or continued, consistent provisions.

Our five year Strategic Plan, created in November 2019, very much focusses on the need to work with older people, and their carers, to ensure independence and the need for more intensive interventions, is delayed or lessened. We need to be at the forefront of providing good quality Information and Advice and access to community based services to give individuals the confidence to ask for help when they need it, whilst promoting the advantages of healthy lifestyles at the earliest opportunity. However this is only possible if we have a sustainable, robust organisation.

As the pandemic continued it became clear that we had to continue working within the situation and strategic priorities could no longer be put on hold. During these very difficult, and often unclear, times, we were successful with bids to launch six new Community Warden Services across South Cambridgeshire, much needed now but also during the pandemic, giving peace of mind to service users and helping with small practical tasks, essentially enabling individuals to remain living at home for longer. This now means we have 19 Community Wardens across the county.

Additionally we needed to create efficiencies which allow us to continue to deliver those good quality services and support which are so well recognised. For this reason we implemented a new Customer Relationship Management system, or database, streamlining the way in which we hold service user details. This coupled with the introduction of a new IT system, which is still being implemented, means staff have better tools to carry out their roles. The systems have reduced our overheads and increased productivity.

Looking ahead to 2021/22 we intend to continue to work in partnership with other providers, giving the best and most complementary experience for older people across Cambridgeshire and Peterborough. We will continue to roll out our new IT system and staff will begin working from home, or a mixture of home/Community and office based. This will be made possible through moving to more appropriate, functional office premises.

The Health and Social Care reform will factor hugely over the course of the year. We will work to influence a better deal for older people and those in need of social care, whilst ensuring the processes are clear and accessible.

Our 2020/21 Annual Review and Impact Statement is understandably longer than usual; please do enjoy reading and learning of our work over the past year.

**Melanie Wicklen**





## About Us

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The charity objective as stated in our governing document is

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

Our mission seeks to promote a positive experience in later life by working with older people and those connected with old age.

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

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### Information and Advice:

We provide rights based information, advice and guidance giving older people, and their carers, the confidence and knowledge to make informed decisions and choices. [See pages 12-13](#)

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

## Social Opportunities:

We aim to reduce social isolation, and ultimately prevent feelings of loneliness, by bringing people together, providing environments to meet others and develop friendship. [See pages 18-25](#)

- Day Services
- Friendship Clubs
- Sharing Time
- Volunteering

## Practical Support:

We help older people to remain independent in their own homes. [See pages 26-34](#)

- Cambridgeshire Handyperson, Home Checks and Home Energy Checks
- Community Wardens
- Homes
- Hospital Discharge and Winter Pressures

## Covid Response Services:

We reacted to provide emergency assistance to support needs of the older community and their carers during the Coronavirus Covid-19 pandemic. [See pages 32-33](#)

- Shopping and Prescription Delivery
- Door step visits
- Welfare Contact Calls
- Telephone Befriending

## Activity Profile and Impact Statement

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

During the Covid-19 pandemic we reacted quickly to provide practical services and emotional support, in the knowledge very early on that older people were the part of society at greater risk to their health and wellbeing.

### Some comments we have received

- “ You did a magnificent job. I had the same person deal with me throughout who was consistent, and I genuinely felt that she really cared about me.”
- “ You have helped me out more than anybody else in my life, I am so grateful for your support.”
- “ Thank you. You have made me realise there are still kind people in this world.”
- “ It’s like you turned on a switch inside me, turning my darkness into light, thank you so much.”
- “ Thank you for all the help you have given, trust and care you have shown me. I’d be stuck without you as my family are a long way away.”
- “ I cannot say how vital your service is, even before the pandemic, but more so in the lockdown period. Many elderly people would have been struggling even more without the Age UK support in alleviating their sense of social isolation and other support aspects of health and wellbeing.” - A Social Prescriber

Cambridge  
& Peterborough  
**Age UK**  
LINE 0300 666 9860  
eukcap.org.uk



## Information and Advice Service

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

- Money – Pensions, Welfare Benefit Entitlements, Consumer
- Personal Health & Disability and Social Care
- Housing – Community care, Residential care
- Transport/Blue Badges
- Personal Safety
- Leisure, Education and Employment
- Information regarding the full range of Age UK Cambridgeshire and Peterborough and other external statutory and voluntary Services.

**We helped with in excess of 11,000 enquiries**, by providing assistance and support over the telephone and occasionally in face to face meetings. We guide people through often complex information and difficult conversations to enable informed choices and decisions to be made. We have supported people to apply for benefits to which they are entitled, aiding them to improve their circumstances, often resulting in the ability to access further support.

We estimate that we have helped our service users claim over £878,000 in annual benefit take-up and grants.

**Estimated benefit take-up**

**£878,000**

We have a range of useful leaflets that support our service user requirements. We give out numerous local service information leaflets and share the national Information Guides and Fact Sheets of which there are:

**41 Information Guides**

**58 Fact Sheets**

**£878,000**

estimated benefit  
take up



**What our information and advice service users say about us:**

- “ Thank you for pointing us in the right direction you have been a listening ear to our issues and we are very grateful.”
- “ Thank you for all your help, can you believe it I have been awarded the higher rate Attendance Allowance, I only called to find out about a mobile hairdresser and you advised me I could apply for AA.”
- “ I had no idea I was entitled to the benefits you’ve managed to get for me and back pay. I’ve not been on a holiday in 9 years and the extra money will mean I can now do that. I can get some furniture for where I live, and a new carpet in the living room – I can make my house beautiful! Thank you so much.”
- “ I rang Age UK in trepidation wondering if you could help. You have been so helpful I didn’t realise there was so much support. I have been singing your praises to everyone.”

## Visiting Support Service for Older People (VSSOP)

The Visiting Support Service for Older People operates across Fenland, East Cambridgeshire and Huntingdonshire. We also introduced a pilot service in Peterborough during this year.

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

**Estimated benefit take-up**

**£555,500**

Support is provided on a range of issues which include:

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

The service has had an average of 365 open cases at any one time across the year, including cases carried over from the previous year and, with 378 new referrals being received during 2020.21. We estimate we have helped service users claim £555,500 in welfare benefits per annum and grants.

**378 new referrals**

**£555,500 benefit take up**

**£555,500**

estimated  
benefit take up



Support to participate in Fenland District Council Resident's Covid-19 Impact Survey

### What our VSSOP service users say about us:

- “ I don't know what I would have done without your support. I'm very happy that I no longer have to think about my debts and worry about what to pay and when, and to deal with all the phone calls from creditors. Now I can open my post without worry.”
- “ I'm thankful for the help I've received, it's made my life easier and works two ways for me. I now have a good gardener and housekeeper to support me and enjoy good social chats with them as well.”
- “ really appreciate the help received from Age UK. I didn't know about Attendance Allowance. I got help to fill in the forms, make the claim and maximise my income. I'd have got myself in a bit of a kerfuffle doing this on my own.”



## The Girton Older Residents' Co-ordinator

The Girton Older Residents' Co-ordinator provides information, aims to develop local activities with the local community and introduces new events and groups in the South Cambridgeshire village of Girton.

Over the past year the role has evolved significantly to work with other voluntary organisations to support older people during the pandemic. This has contributed to an even stronger support network within the village.



Our Co-ordinator making a socially distanced garden visit, during the pandemic.

## Social Opportunities

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

- Day Services
- Friendship Clubs
- Sharing Time
- Volunteering

### Day Services and Friendship Clubs

During the pandemic it was necessary to suspend our Day Services and Friendship Clubs, following Government guidelines. We entered into transitional services early on in the first lockdown. During this period we made welfare contact calls and when possible doorstep home visits. We also worked with Living Sport to promote chair based exercises and healthy eating as some service users reported feeling less able due to staying at home more.

During the lockdowns up to **70 service users** received welfare calls, or doorstep visits, per week. Later on in the autumn we welcomed **52 users** back to the Day Services but sadly this was only for a short period and is significantly less people than previously attended, which is very understandable.

Friendship Clubs, delivered independently within local communities, and helped by Age UK Cambridgeshire and Peterborough, offer an opportunity for older people to leave the house for regular socialising, activities, entertainment and meals. Sadly, they also had no choice but to close their doors for an extended period.



## What our Day Services and club users say about us:

- “After my wife died, I was feeling very lonely and isolated. There was suddenly nothing to look forward to. I lost a bit of my zest for life and became a bit intolerant of people. I know it sounds funny saying this, but I wish I didn't live at the end of a cul de sac. Nothing happens here, the only person I see is the postman. I do have my budgie Sam who is such good company. Lockdown and the past few months have taken me back to how I was feeling when she died.”
- “It is such great news that the Day Centre is reopening, I can't wait. The centre means so much to me and I struggle without it.”
- “It makes you feel 10 years younger coming here. You get left alone in the house, nobody is out, nobody talks to you, unless someone comes by the window (to wave). On your own you're talking to yourself and you feel old and ancient but you come here and you feel sprightly.”



## Sharing Time

We provide weekly friendship and support, sharing time to reduce loneliness and social isolation, delivered by trained volunteers. 394 volunteers regularly visited someone at home. During the pandemic volunteers were unable to make home visits but continued to offer weekly support by telephone calls. Sadly, for some taking calls was not possible, due to hearing impairments, so we worked with volunteers of all ages, some being school students, to write letters to service users. Others, on occasions, received garden and doorstep visits, when allowed.

In response to the pandemic we created a Telephone Befriending Service and many of our Sharing Time volunteers also stepped up to phone new service users who sought support as a result of lockdowns and feeling isolated, potentially resulting in loneliness.

**14,447 Annual contacts**

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

- “ My volunteer has been with me for over 4 years, and I could not imagine life without her. She is my go-to lady and means so much more to me than just a volunteer.”
- “ My volunteer is my wonderful friend and he brightens up my day.”
- “ A\* is so wonderful and lovely, it's such a great help when you can't get out to have someone to talk to”
- “ M\* is a really lovely lady, she never misses a week and I really look forward to seeing or hearing from her.”
- “ My volunteer has been so marvellous and kind - I love speaking with her every week and it's really nice to speak to someone outside of the family. When I don't see anyone for days on end, my call from T has been my line with the outside world. She always cheers me up and her call really helps me get through the day.”

**14,447**

14,447 annual  
contacts



“It’s been great having the phone calls with my volunteer because there’s always somebody to talk to each week – we talk about anything!”

Sharing Time Garden visit

## Volunteering

Over 500 volunteers helped to support older people, and us directly, in a variety of ways, with further volunteers helping at the Friendship Clubs. With nearly 80% of our volunteers being over 60 years of age themselves, it demonstrates the opportunities available to share skills for the benefit of others, whilst also learning new ones.

During the pandemic, some of our existing volunteers were unable to continue (for a variety of reasons e.g. shielding), some offered more time, and many new volunteers offered their services to assist in our Covid Response Service.

- **Being a friend:** providing companionship with our Sharing Time Service and Telephone Befriending
- **Shopping and delivering groceries, toiletries and prescriptions.**
- **Assisting in day centres and friendship clubs:** serving food and beverages, helping to run activities and provide companionship and support when not suspended. At other times making contact phone calls to check on well-being and chat.
- **Administration:** helping in our offices with phone calls, processing and filing paperwork, and other vital help to ensure our organisation runs well. \*Suspended for periods following Covid safety guidelines.
- **Information and advice:** assisting with provision of information to the public at strategic points such as at local hospitals, G.P. surgeries, flu clinics, presentation stands at fairs, shows and events. \*Suspended this year for Covid safety.
- **Assisting in our campaigns:** promotion and marketing.

### What our Volunteers say about us:

- “It’s absolutely rewarding to be a small part of another person’s life from an older generation; I love hearing the stories and their lived history”
- “What I have found most rewarding in visiting and then due to Covid phoning, my housebound lady is hearing the wealth of experience of a humorous and resilient woman. She has a positive attitude despite not having had the easiest of lives and now very limiting circumstances. It is a privilege to hear her stories and memories. Volunteering is a two-way process and back up from Age UK CAP staff has been invaluable for both me and my client.”
- “AgeUKCAP are the most professional charity that I do voluntary work for. They are so responsive and supportive of their volunteers.”

“ I have been a volunteer befriender for at least 15yrs. I’m not sure how many people I have visited over the years but each one has been different. I still have contact with 3 of the families where the service user has sadly passed away, but the families keep in touch because they are so grateful of the difference it made to them while I spent time with their loved one.”

“ I’ve been a Sharing Time volunteer for Age UK now for many years, and it is one of the best things I have ever done. For an older person, knowing someone will be popping in to see them for company, chat, and a little laugh, makes such a difference to their quality of life. Family have told me, the people I’ve visited seem so much happier. Knowing I have made a difference makes me happier too, it really is a win win situation. I look forwards to visiting more people in need of company, it’s not right for anyone to feel alone.”

“ I volunteered with Age UK after I retired at the end of 2012. I had seen a television programme about loneliness in old age and thought I might be able to alleviate this in a small way.

I was initially surprised to be allocated to a care home, but soon realised that many residents, despite contact with care staff, valued conversation with someone who had no other tasks to perform. Over seven years I visited nearly forty people and made good friends. Although many have passed away, I hope I added a little variety to their last days. Perhaps listening has been more important than talking. I have heard many life stories, including a remarkable coincidence of one lady having been a teacher at the Hertfordshire primary school I would attend a few years later.

Unfortunately, the pandemic has suspended my visits and we are being cautious about resuming as care home residents have fared badly. I hope to continue in some way soon, as the experience is so rewarding.”

“ One thing that made me realise how important befriending is, was when the neighbour of the man I visit said to me “You don’t realise the difference your visits have made, he has a smile back on his face that we haven’t seen for years”. This made me really happy to be a volunteer for AgeUK.”

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**500**

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

## Telephone Befriending Volunteers

140 new volunteers joined offering to help in our development of Covid Response Services. The volunteers were fast tracked (expedited application process and checks) and most became Telephone Befrienders, as we sought to mitigate the increase in isolation and loneliness.

“Being a telephone befriender has given me a new sense of purpose after my previous job as a support worker was cut short due to a mental health relapse and the pandemic. I can continue to be a listening ear and support people in the community enjoying every call which is often filled with both laughter and sadness”

“Listening and learning about what people have experienced and coped with in their lives is a great tonic for my life.”

“Giving a little can mean the absolute world to someone..

“I like social contact and find chatting about past lives- especially if we are similar in age- interesting, a reminder of past times and makes us both thankful for the lives we have had. Also, it's funny comparing our 'senior moments' of forgetfulness! ”

“I hope I help by listening, but I gain too by making a new friend in similar circumstances as myself. We're both supported by Age UKCAP so are not on our own.”

“As a seventy-six-year-old male volunteer I have befriended one lady and one gentleman a little older than myself. In both cases I have enjoyed the experience of supporting my clients with the backing from this important organisation”

“Well, we have all been through a terrible 18 months, who would've thought this would come upon us! I had to stop my befriending visits, but I continued to chat to my lady on the phone. I also took on more phone calls to different people, some having left hospital or some who just wanted a chat with somebody other than family. This has gone well, and I enjoy it as much as I hope the clients do. I hear a voice on answering the call and by the end it is a different voice (happy). I love doing this and it is a small thing to do to put a smile on their face. I would recommend it to people who like chat. ”

“I love speaking to my older people on the phone each week. I've been doing this since the start of the pandemic back in March 2020, and I have become really close to the people I talk to. It is so rewarding to feel that you have perhaps brightened up someone's day... At the height of the pandemic when we were all very stuck in, it felt like contact with the outside world for me too. I have

enjoyed hearing about people's lives, their families and friends...and I have had so many wonderful discussions with people - anything from German classical composers to time trial cycling and a lot in between."

“ I have enjoyed giving time to be a telephone befriender because it is lovely to get to know someone and be a part of their life. Now more than ever, it is important to have contact with others to help keep loneliness at bay. My late grandmother would have loved to have the chance to have someone to talk to and it is a wonderful thing to be a part of.”



## Practical Services

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

- Cambridgeshire Handyperson, Home Checks and Home Energy Checks
- Community Wardens
- Homes
- Hospital Discharge and Winter Pressures

### Cambridgeshire Handyperson, Home Checks and Home Energy Checks

Our aim is to prevent falls and accidents in the home. We carry out Wellbeing Checks and provide equipment and adaptations to lessen identified risks, support to keep homes warm and reduce fuel poverty.

We also enable people to be discharged from hospital at the right time by installing adaptations such as keysafes and grab rails in their homes. Due to the lockdown measures in place we supported priority cases in order to prevent falls and help people to be safe at home.

- 899 households received support through the Cambridgeshire Handyperson and Home Checks Services
- 116 assisted hospital discharges
- 29 home energy and Stay Well checks
- Over 1,000 people helped to remain safe living at home.

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

“Your handyman was very friendly, professional, quick and tidy. I’m very impressed.”

“I’m so happy with my grab rails and don’t know how I managed before without them.”

“Thank you for your very prompt help and support. \*\* (handyperson name) was absolutely lovely and left lots of helpful information for us to read & discuss.”

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# 1,000

Over 1,000 people helped to remain safe living at home.



## Community Wardens

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

We currently have **19 schemes** and over the past year **207 older people regularly received support** to feel confident living at home, whilst avoiding feelings of loneliness, giving peace of mind to individuals themselves and their family, particularly when they couldn't visit during lockdowns. Six of the schemes are new, being launched in the winter time and are gradually building up to become an integral part of the communities they serve.

**19 services**

**6 new schemes**

### What our community warden service users say about us:

“My warden is always happy and upbeat. She has kept my spirits up throughout the pandemic.”

“You wardens are angels. To hear your cheerful voice is very uplifting and brightens my day.”

“If I am feeling low I know that by the end of your call, or visit, I will be feeling happier and smiling, as you always cheer me up.”

“I can rely on you to help me find the help I need quickly. You always know who to contact or what numbers to call.”

# 48,620

48,620 annual contacts  
across the Warden  
schemes



**Warden organised a doorstep coffee morning to reduce isolation and loneliness.**

Margot described why our contact is so welcome, as she doesn't have any family and has no help from anyone.

“ I don't know what I would do without Kate, she is so lovely, helpful and cheerful, nothing is too much trouble, she's a God send. I wouldn't be able to cope at home on my own without her. It's so comforting to know I have someone I can contact if I'm worried about anything. When I hear her voice on the phone or see her smiling face, I feel lifted”

Before Covid19, Jean used to enjoy attending the local coffee morning at the community centre and the opportunity to see her friends for a chat. Jean misses seeing people but now has the support of an AUKCAP Community Warden. She told us

“ My warden is like a second friend, she always stops for a chat. We talk about my old school days, our families, changes over the years where I live and life in general. She is very friendly and helpful and I enjoy her visits”

## Homes

Help with tasks around the home such as cleaning, laundry and ironing. As with many home-based services, we had little choice but to suspend Homes as it was unsafe to mix inside. However, we were keen to keep in touch with service users to ensure their welfare and help in other ways that we could, such as providing essential shopping deliveries and friendship calls.

**10,003 hours of service**

**315 households**

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

- “ I’m over the moon with my clean, it has lifted my spirits no end. \* (name of home support worker) is my saviour. I cried whilst she was here, I’m so grateful.”
- “ I feel so reassured that my Home Support Worker (HSW) will be getting my weekly shopping. I couldn’t possibly manage without her.”
- “ Our phone chats, when my HSW couldn’t visit, meant so much to me. I struggle as my husband has dementia and I’m his sole carer. You listen to me for a while, and it makes me feel less alone.”
- “ I’m so happy with my HSW. I have a lot of allergies so unable to do any cleaning myself. Your Service is a God send to me and I feel safe with Age UK. It’s not easy asking for help when you have been independent most of your life.”
- “ She (hsw) always goes that extra mile”
- “ I really appreciate the reliability of attendance. My HSW always does a really good job & we have a great relationship; I am very satisfied”

**10,000+**

192 (on average)  
hours per week of  
service provided



## Hospital Discharge and Winter Pressures Service, now known as Hospital Discharge and Admission Avoidance Service

The Hospital Discharge and Winter Pressures Service provides support to older people on discharge from local hospitals, or to those at risk of being admitted to hospital if measures aren't in place to help them stay at home.

We provide welfare visits for a period of up to four weeks, delivering groceries, referring for longer term support and generally giving confidence to remain at home. We work closely with hospital staff who make referrals and with community based clinicians who also refer patients who are poorly at home. The funds from NHSE/I (NHS England and NHS Improvement) ceased in March, which is when the service became known as Hospital Discharge and Admission Avoidance Service.

**Nearly 400 patients were helped** to stay at home, with almost **3,300 hours of direct support provided**.

### What our hospital discharge and Admission Avoidance Service users say about us....

- “ When you bought me new slippers I felt like crying. You have made me realise there are still kind people in this world.”
- “ Thank you I felt like I was drowning, lovely to speak to someone who could help with my dad's hospital discharge, it lessened the anxieties.”
- “ Thank you for your kindness, support and patience. I couldn't have got through the past year without you.”
- “ I really appreciate your daily contact and it helps me get through the day”
- “ It is refreshing that someone actually listens to me and wants to help me”

## Covid Response Services

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Thousands of older people were suddenly at risk of serious health consequences and had regular forms of support withdrawn. Everybody had to remain at home with family, friends and neighbours no longer able to visit. Many people quickly became isolated and lonely, also exacerbated by them not having access to technology that younger people were able to use to stay connected. It was important to work together with Health and Social Care and our voluntary and community partners to ensure nobody was left without the help they needed.

Communities responded generously and lots of people contacted us to volunteer to help with delivery of vital shopping and medication and also to make contact phone calls to the increased demand we received from older people and their carers seeking help and support.

We set up a Covid Response Service to manage operations:

- Fast track volunteer recruitment
- Shopping and Prescription Delivery
- Welfare Contact Calls
- Telephone Befriending, in addition to our established Sharing Time service

**213 individuals or households** received essential shopping and prescription delivery on a regular bases, delivered by volunteers or re-deployed staff members

**Over 2,000 shopping deliveries** in addition to those made by other services such as Community Wardens

**140 matched telephone friendships** formed with at least weekly phone calls made by volunteers making 3,300 calls in addition to the Sharing Time service

**3,300 calls**

**Over 2,000 shopping deliveries**

## What our Covid Response service users say about us:

- “ I feel lifted. Talking to someone who is willing to listen means so much. Thank you so much for helping me. I’m managing much better.”
- “ I’m housebound since last July (2019) and can’t walk well and now can’t drive. I’m absolutely dependent upon you for food, you’re so reliable, so personal and kind. I couldn’t do without you.”
- “ You’re calls cheer me up. I feel like I have a new friend to chat to.”
- “ I’m so grateful for your twice weekly calls. I’m managing my dark moods, eating better and gaining weight and so very thankful for all you’ve done.”
- “ Your calls are a great deal of comfort, knowing someone is there for me.”
- “ I feel Age UK’s help and support has helped me to turn a corner in my life and I will be forever grateful.”



Donations delivered to service users



## What others say about us

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### Carers:

“ You have been such an enormous support to my late mum and to our family over the last 4 years. We can’t thank you enough. I’m so glad you and \*(volunteer name) came to the funeral. It was very strange to all sit socially distanced but meant so much to me. As I said in the eulogy, your Home Support Worker had become a friend to mum and was a huge support enabling her to stay living independently at home, which was her greatest wish. The weekly visits from \*(volunteer), made such a difference to mum. I live away and knowing she was popping in and Mum was seeing someone face to face, having a friend to talk to was comforting to me. Mum would call \*(volunteer) “my Wednesday afternoon tea lady”. She spoke in wonder how \*(volunteer) always took her iPad, so that when she couldn’t remember something mum would say “Do that Google thingy”. She never ceased to be amazed at how quickly the answer appeared. I cannot fully express my thanks for everything you have done for my mum and for the peace of mind given to me that you were there for her.”



“ Since my uncle was discharged from hospital I have used Age Uk services many times. I live 150 miles away so having Age UK’s support has been amazing. From using the handyman service for general maintenance, the home help service weekly to ensure my Uncle’s fridge is sorted, food thrown away when out of date and cleaning his bungalow, to the buddy support service phoning him weekly, I can honestly say without this support my Uncle would more than likely now be in a care home. The amazing staff have been more than supportive, without their help I would find it impossible to support my Uncle. I know I can always phone or email and if possible the team will organise or point me in the right direction. Again, I can’t thank them enough for their care and understanding.”

## Other Professionals:

“ We have consistently found Age UK locally to be one of our most productive and creative local partners. They are able to demonstrate a true understanding of the situation and needs of their clients, and our residents more broadly, and are willing and able to act creatively and in complex arrangements with partners to help us develop new solutions to meet these needs.” **Corporate Director (People)**  
**Huntingdonshire District Council**

“ The Community and Voluntary Sector have been stalwarts in supporting the Council in our Covid pandemic response. Age UK has been a great example to assist the Council’s Covid Community Hub work and our support to vulnerable older members of our community. Examples include the direct support Age UK have delivered to vulnerable older residents isolating, continuing to deliver the handyperson service throughout which helped prevent slips, trips and falls and non-elective admissions to hospitals under enormous pressure and providing additional services to help the Council understand how best to offer support to vulnerable residents as the pandemic went into 2021. At the moment the Council is working with Age UK and bringing their expertise into the Doddington Community Hub project at Doddington Hospital again to help prevent hospital admissions and get residents out of hospital quicker. Age UK are a valued member of the Council’s Golden Age programme and we look forward to continuing to work with them in the future along with our other partners as we recover from the pandemic.” **Fenland District Council Head of Housing and Community Support**

“ We have taken many calls from clients over the age of 60 requesting support for a number of things ranging from prescription collection, befriending support, food support, shopping support and household chores as well. Age UK have been an amazing organisation who have been professional, prompt and a reliable Partner working in collaboration with the Hub and others. We have been able to make swift referrals to them knowing that the clients we refer will be supported without a doubt.” **Peterborough City Council**

“ It was a delight to work with Age UK and Peterborough City Council to provide a hot Christmas meal for the most vulnerable people identified by Age UK CAP on Christmas Day 2020.



**Christmas Dinner served Christmas week at our Ambury Road, Huntingdon, Day Centre**

In the context of a second 'lockdown' it was felt that there was a real need for a hot meal on Christmas Day for people who were isolated and would probably not be able to have a hot meal without it being provided for them. With some additional funding from the council and a kitchen kindly provided by Family Action, we planned with Age UK CAP and provided 43 hot Christmas Dinners delivered alongside a 'goody bag' for Christmas.

Deliveries were by lovely volunteers from AGE UK and 'Mary; Child ' who so generously gave up many hours on Christmas Day. As well as Christmas food all those who were visited had some contact with a caring human being on Christmas Day and this is so important. (All was carried out in a Covid Secure way)

We hope that future collaboration will allow further support of the most vulnerable in our City of Peterborough.” **C Revd. Carol R Avery, BEM Pioneer Priest for Stanground and Farcet Chair of Marys Child arol**

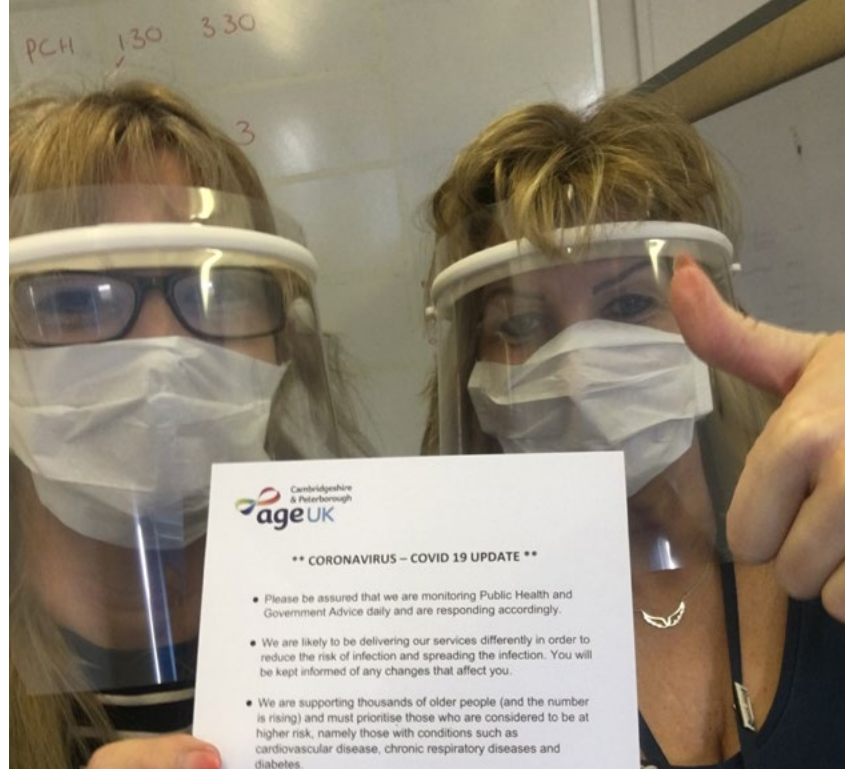
## Proud to be Age UK

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

I'm **#ProudtobeAgeUK** because... I was able to support and co-ordinate enrolling new volunteers, who contacted us offering to help local older people remain safe at home in the strangest of times, when the whole world was suffering the trauma of Covid-19. It was extremely humbling to witness first-hand the kindness, compassion and selflessness shown by individuals who wanted nothing more than to give their time to support local older people who they had never met before. It was very reassuring to see that such kindness and compassion is very strong in our communities, and I felt honoured to support our amazing services in this way and to see such positiveness and coming together during an awful situation. **Executive Assistant**

I'm **#ProudtobeAgeUK** because... I spent most of my working time between July 2020 and April 2021 making pre-visit Covid check calls to Home Support service users. For many it was the only regular voice they heard, and they looked forward to hearing from me. For two service users, in particular, who both had sons in intensive care with Covid on life support, it was a relief to offload their worries and have someone ask after their sons. I always held my breath when asking how they were in case the news was bad, but I'm pleased to say both recovered and came home. Many calls brought me near to tears, but I am proud to have been able to help. A little bit of chat goes a long way. **Home Support Administrator**

I'm **#ProudtobeAgeUK** because... as a Warden I get to help people with everyday practical things but also with little things that helps mentally, that are still of significant importance. A proud stand out moment for me was on Armistice Day 2020. I was visiting a service user and happened to be there just before 11am. The lady wanted to go outside and stand for the two minutes silence. She has mobility issues, so I helped her out of her house so she could be outside with others in the street. It was a very moving experience. She thanked me for helping her to be a part of the community and enable her to show her respect, acknowledging all those who had lost their lives. It meant so much to her to take part and she was incredibly grateful. She thanked me and I thanked her for letting me share the moment with her. I lost this dear lady a few weeks ago, she was 94 when she passed. I still miss her every day. This is the saddest part of our job. I am proud however that I can share such moments supporting someone. **Community Warden**



I'm **#ProudtobeAgeUK** because... despite the challenges of the pandemic we have successfully maintained all our services and been recognised by local commissioners as being integral to maintaining the health and well-being of vulnerable local people. I feel very proud of the depth of resilience shown by our staff and volunteers, and how they have embraced opportunities to work differently, overcome barriers and face challenges, both personal and professional, to deliver better outcomes with kindness and compassion for so many older people. **Communications and Campaigns Manager**

I'm **#ProudtobeAgeUK** because... it's so rewarding to help older people and those living with disabilities, to live as independently and safely as possible in their own home. **Handyperson Team Leader**

I'm **#ProudtobeAgeUK** because... I get great satisfaction working with a committed team that continue to deliver a great service to our older people through very challenging times. The feedback from the service users on how grateful they are to the staff who visit them makes me feel proud of the difference we can make in people's lives and of my team who are generating that difference. **Community Warden Team Leader**

I'm **#ProudtobeAgeUK** because... because I like listening and feeling useful. During the lockdowns I made phone calls to older people. I enjoy hearing stories about when they were younger and the escapades they got up to. I noticed how people became chattier, increasing in confidence and motivation. I'm proud I can have that affect and make a difference. I'm able to make home visits again and I love my job as I continue to hear their amazing memories and I can make someone's life a little easier and safer, and build a relationship so that my service users can trust me to confide in when they have a worry or problem they need help with. **Community Warden**

## Communications and Campaigns

As the worldwide pandemic took a grip on populations across the globe and in the UK, our government implemented steps to combat the spread of the virus to protect people from what could be life threatening consequences.

Vital to our service provision was also the need for clear and timely communications to ensure our local communities were aware of how we could help and how they could access services. We were able to reach into our communities to inform, advise, support and raise awareness. Communication with stakeholders and partner working was crucial to co-ordinate available assistance so that help was given when and where needed.

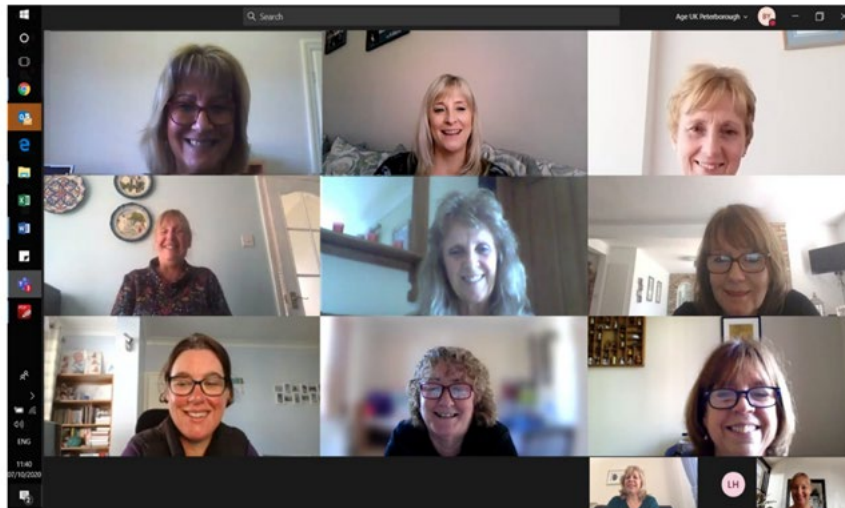
Age UK Cambridgeshire and Peterborough responded with speed to circumstances, which in **some services saw increases in demand of up to 200%** in the early days. Very early on we produced a resource document which mapped the offers of community support, collating all the volunteer and statutory help that was available by district for ease of reference. This document was widely used by the public and professionals alike as there was little public information available at such an early stage.

With public venues closed and people advised to stay at home we used other ways to communicate, particularly using on-line meeting tools.



## We have:

- **Delivered 13 virtual talks and presentations** to include to Social Prescribers, Voluntary Services, Neighbourhood Teams, Cambridgeshire Local Council Conference, NHS Discharge Network
- **Gave 23 radio and 4 TV interviews**, on local TV and radio stations, to include reaction to and help available regarding Covid-19, lockdowns, vaccination, loneliness, health and well-being in a heatwave and winter safety.
- **Met (virtual) regularly with local decision makers and planners** to ensure the needs of older people were met and to influence the development of services to meet needs exposed by the pandemic. We are members of a variety of partnership boards and steering groups.
- **Developed digital media.** Our website remains a popular resource for people, visited by thousands of individuals and accessed by professionals. Our social media presence increased, particularly adding content to our You Tube Channel, furthering our aim to raise awareness and enable signposting to our services.
- **Provided information** and editorial in a number of local newsletters, health and lifestyle brochures and magazines. Many are now online and we have worked with third parties to create information and links from their website to ours.
- **Distributed community donations** given to us to pass on to older people, demonstrating their care and support, such as handwritten letters and paintings from children, craft and activity packs, books, re-usable facemasks, food and toiletries.

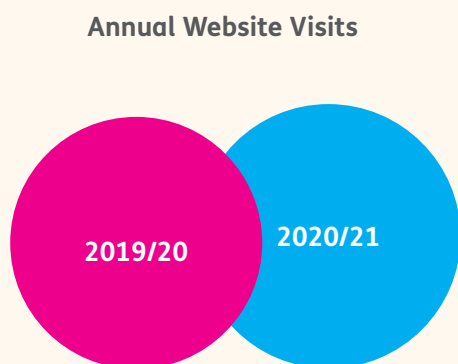


Team Leaders Staff Meeting

## The Statistics

### Our Website

#### Our Website - Visits



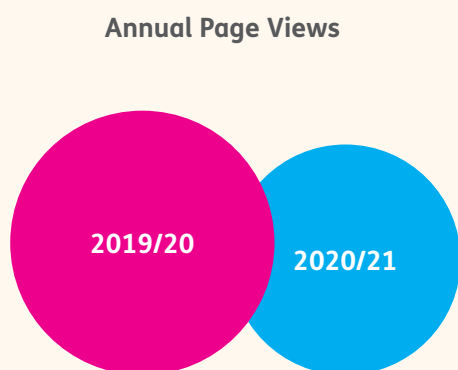
	2019/20	2020/21
Annual Website Visits	35,835	37,499
Average Monthly Visits	3,000	3,124
Average Daily Visits	100	102

**+4.64%**

Our website usage has increased 4.64% since 2019.

For 2020/2021 we had 37,499 visits to website (3,124 average per month / 102 average a day).

#### Our Website - Page Views



	2019/20	2020/21
Annual Page Views	83,041	72,405
Average Monthly Views	6,920	6,033
Average Daily Views	230	198

**-12.8%**

Our website page views have decreased 12.8% since 2019. Page views go down when users are getting the content they want faster and don't need to visit several pages to find what they need. Our website was an early source of Covid related information and this indicates our information is displayed clearly.

For 2020/2021 we had 72,405 website page views (6,033 average per month / 198 average a day).

## Our Website - Unique Users

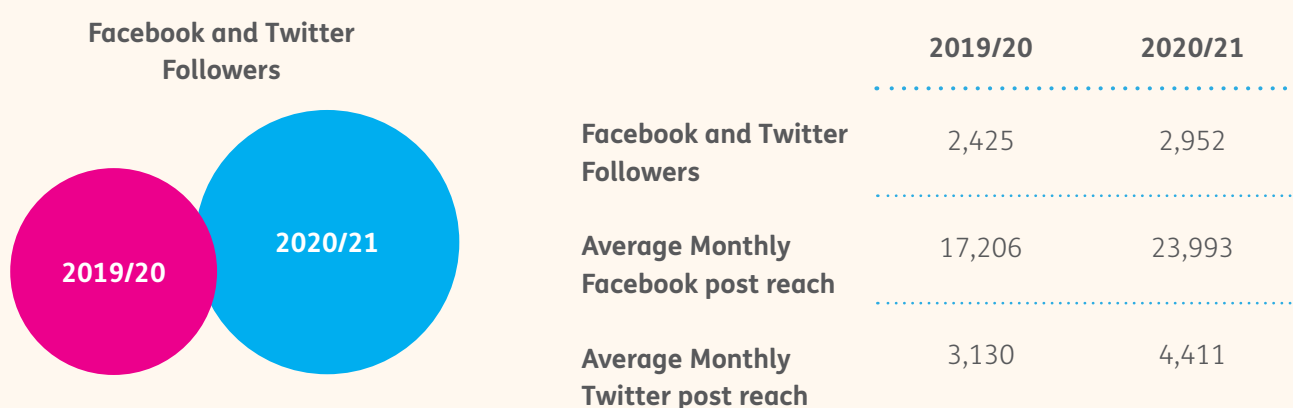


**+0.64%**

Unique visitors to our website have increased 0.64% since 2019. 80% users in the UK, 15% in USA, remainder spread worldwide - demonstrating the value of the support we provided to older people with loved ones far away

**For 2020/2021 we had 27,122 unique visitors (2,260 average per month / 74 average a day).**

## Social Media



**2,952**

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

**Overall on social media we are reaching 28,344 people a month and have 2,952 followers on Facebook and Twitter.**



MP Lucy Frazer on a home garden visit with the Community Warden

## Campaigns

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

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

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

Our primary over-riding, and continual, campaign is to **Reduce Isolation and Loneliness**, in doing so other barriers are identified and support can be offered. Many older people already felt isolated or lonely and the pandemic exacerbated this, removing what little contact some people did have. We mitigated the effects by developing new Covid Response Services and altering the delivery of other services to offer service users ongoing adapted support ensuring our organisation followed government Covid Safety guidelines.

Our other, very important, campaigning generally falls into 4 categories. Below is a summary of our work this year.

## 1. Raising awareness and influencing

- **Coronavirus:** Covid-19: Awareness, Information and Support. Promoting our services and activity, supporting Public Health messages. Promoting physical, mental and emotional health and wellbeing measures. Publication and Distribution of Community Support Resource Document (which was uploaded daily from the outset of the first lockdown until June; thereafter with regular updates).
- **Videos** – To increase reach and awareness
- **M.P. Engagement** – To inform and influence
- **Fenland Residents Survey:** working with Fenland District Council to assess the impact of Covid-19 upon Fenland residents over 60yrs of age.
- **Census:** supporting the uptake and engagement in the Census 2020.
- **Cambridgeshire and Peterborough Against Scams Partnership (CAPASP):** raising awareness to prevent fraud and support victims. Particularly Covid related Scams and Cyber Crime.

## 2. Health and Wellbeing /Promoting Aging Well

- **Keeping Active and Creative:** Collaboration with stakeholders to deliver exercises, activities, arts and creativity in lockdowns
- **VE Day Celebrations:** memories shared, guided conversations via services, warden doorstep ‘community’ party and short video published.
- **Seasonal public health advice:** Summer and Winter Health

## 3. Volunteering

- Rapid Covid-19 Response Recruitment
- Celebrating Volunteers during Volunteers Week

## 4. Donations

- Re-usable Facemasks Appeal
- Help Older People’s Experience (HOPE) Appeal
- Christmas Giving
- Slip into Slippers
- Big Knit



Children in Waterbeach sent paintings and kind thoughts for us to pass on to older people we support.

## A brief look at some of our campaigns:

### Videos

We created videos to reach our audiences online. We began with **Bring Me Sunshine**, which was suggested by an older person as the song for washing our hands to, and we loved the idea of bringing sunshine to people's lives at a time of great anxiety. During the year we published **24 short videos**, including **3 staff service videos**, and used in a virtual conference; **5 videos promoted interim statistics** of our impact; **6 videos promoted our activities**.

### M.P. Engagement and Influencing

We brought our services to the attention of local MPs highlighting the support needs of older people. We lobbied local MPs to make representations on our behalf to the Government, to ensure funding was received to respond to the virus crisis and to highlight local services. As a result:

- **Shailesh Vara, MP** for North West Cambridgeshire, wrote to Baroness Barran MBE, which prompted a positive response from her, recognising the work of the voluntary sector and outlining measures put into place for a package of support:

"I agree that the voluntary sector plays a fundamental role in supporting our local communities to thrive and Age UK

Cambridgeshire and Peterborough's work in this area is very much appreciated.

I recognise that charities are experiencing some particular pressures as a result of loss of income due to Covid-19, while for some, demand for their services is unchanged or even increasing."

**Baroness Barran MBE, Parliamentary Under Secretary of State for Civil Society**

- **Daniel Zeichner MP** for Cambridge City visited Cherry Trees Day Service to learn about our Covid response and gave his support to our Slip into Slippers campaign.
- **Paul Bristow MP** for Peterborough City and **Lucy Frazer MP** for South East Cambridge each accompanied one of our Community Wardens in their constituencies, making garden visits to a service user's home to learn more about our service and its value to older people.

"Age UK has done a huge amount to assist elderly residents during the Covid-19 restrictions, especially those who are shielding. I am very grateful to the organisation and all of its volunteers, and was delighted to learn more about the work while visiting some of my constituents who have benefitted from its support", said Lucy Frazer.

**Daniel Zeichner MP and Paul Bristow MP** each made video recordings to personally send recognition and thanks to our staff and volunteers for all the valuable work and support they were giving to our older community during the pandemic.

"This is a tough time for my city, for lots and lots of different people. I want to take this opportunity to say thank you for the hard work and sacrifice of the staff and volunteers of Age UK who are making a real difference to the people in my city." Paul Bristow

"This is to say thank you to everyone at Age UK Cambridgeshire and Peterborough, most of all to the staff who are doing a fantastic job and all the volunteers who help. They were doing it before the virus, during the virus, and I know they'll be doing it afterwards and bringing sunshine into people's lives." Daniel Zeichner



**MP Paul Bristow assists delivering shopping to a service user and learns about our Covid Response and Community Wardens Services**

We also **participate in research in order to influence**. Of note is:

1. Our involvement in the **UK Research & Innovation (UKRI)**<sup>1</sup> commissioned study, involving a survey and focus group, to explore and delve into how the role of impact investing is evolving post-Covid 19 in the healthy ageing marketplace. For the purpose of the study, impact investing was defined as ‘investing to generate a measurable, beneficial social or environmental impact alongside a financial return’. The study has been published and the report can be read here [The future of impact investment in healthy ageing](#).

“We are very grateful for your input into the survey and focus group and hope you feel the report captures the key findings successfully. Thank you so much again for your involvement and support in this research exercise.” **Collider Health and Collider Science, CEO & Co-Founder, Longevity International- Secretariat for All Party Parliamentary Group for Longevity**

2. We also attended the virtual launch of the Canada-UK Colloquium’s report into ‘Ageing Well’, following our involvement to support the discussions hosted in 2019 at Churchill College, Cambridge. Researchers from both countries co-operated on the challenges faced by older people, recognising the similarities and acknowledging the opportunities provided by an ageing population.

Our Chief Executive attended the Colloquium, delivering a presentation, and we're pleased to see the report consequently gave community activities the recognition they deserve.

## Scams

As a member of Cambridgeshire and Peterborough Against Scams Partnership (CAPASP), we continued to raise awareness to prevent fraud and support victims.

Sadly, scams and fraud linked to coronavirus began to circulate preying on anxiety, vulnerability and those who are at higher risk – especially older people. This ranged from online purchases for personal protective equipment (PPE), such as face masks, that never arrive, offering 'cures', to phishing emails and texts claiming to be from the Government, HMRC, and health bodies, to convince the recipient to open links or attachments, encouraging victims to reveal personal or financial information.

It included doorstep knocking and fraudsters, claiming to be from the government to take swabs and gaining entry to the home, where pressure sales are made, or distraction burglaries. Rogue "community helpers" targeting households, knocking on older people's doors to offer shopping collection and to run errands, taking cash or bank cards and using individual pin numbers. Even fake fundraising platforms and crowdfunding, purporting to fund research or help people who are self-isolating or ill were created.

For the first time many older people looked to become digitally enabled. This is an excellent way of keeping connected, however it can put people at extra risk. Unfortunately, cybercriminals (computer orientated crime) were very active in exploiting the situation. Age UK (national charity) statistics acquired from Action Fraud revealed older people in England and Wales were scammed out of over £2.4m during lockdown because of COVID-19 related fraud.

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

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## Keeping Active and Creative

We worked in partnership with Living Sport to help reduce the negative impact of Covid-19. The aim was to increase physical and mental wellbeing and decrease loneliness and isolation, by supporting wellbeing through fitness, good nutrition and connecting to others.

It's important to keep active for health and wellbeing; doing strength and balance exercises are particularly good to help prevent falls. We were able to give people information about some strength and balance exercises, as well as information about falls prevention. We also gave people a small book of healthy eating recipes cards

"I have enjoyed the visits from the day centre staff, and the information about the exercises is very useful. I have tried a few exercises in the leaflet but I really miss the exercises we do at the day centre. They used to keep me from seizing up. I can't wait for the club to open again." Day Services, service user receiving a doorstep visit from us.

We supported Cambridgeshire County Council and Peterborough City Council promoting their Stronger For Longer and Stay Active campaigns.

We also encouraged people to take part in a number of wellbeing activities, such as singing, creative writing, crafting and other arts. We delivered creativity packs kindly donated.





Growing Old by Dorothy Isabel Cooke ©

Growing older is sometimes not a joke  
you get called Grandma or some old bloke

The young sometimes aren't very kind  
but they have risen to the challenge in these dark times

Age UK have our needs at heart  
and we feel involved in the community and take part

They visit and assess our needs  
and now they phone for which we are pleased

They will shop for us and see what else they can do  
Age UK as a charity have really come through

I hope they take care to protect themselves  
and keep safe like everyone else

Growing old we're more vulnerable  
Growing old we're more susceptible  
Growing old is a challenge when we need more care

Thank goodness from the bottom of my heart  
Age UK are there

A poem written by one of our service users and given to one of our Visiting Support Service officers, with great gratitude and thanks for all that she did.

## Volunteering

We campaign to recruit and recognise the value of volunteers. The pandemic brought about a tremendous community response and desire by the public to help each other. Many people came forward to volunteer. This much needed support enabled us to create Covid-19 Response Support services. See page\*\* what's page number??

We celebrated the huge contribution of volunteers, during Volunteers Week. With personal videos of thanks from CEO Melanie Wicklen and recognition from MP's Daniel Zeichner and Paul Bristow.



**Accompanying a service user on a walk outside**

## Campaigns for Donations

We ran several concurrent campaigns for donations. Early in the pandemic it was very difficult to obtain supplies, particularly of hand sanitiser and PPE. Many were 'locked down' and it was necessary to provide emergency food and supplies, as access to cash and bank accounts was difficult for older people whilst longer term ongoing support was arranged.

Appeals:

- **Food and toiletries** – Most arrived from national Age UK donors and was shared amongst the Age UK partnership network. Locally we organised distribution to service users.
- **PPE** – Resulted in large quantities being donated from local businesses when we had difficulty obtaining supplies and enabled our work to continue. Included, hand sanitiser, disposable gloves, aprons and face shields.
- **Re- Usable Facemasks Appeal** – Campaign for sewn reusable masks to give to our service users. Over **3,100** reusable sewn masks, most made by hand, were donated by volunteers from as far afield as Brisbane, Australia, as well as across the UK and locally. Masks were sent from 54 sources, which included individuals sending a few masks to groups and organisations sending several hundred. They were very gratefully received by our service users.
- **Covid HOPE (Help Older People's Experience) Appeal** - We launched the appeal, to provide extra funds to support the required increase in resources needed due to demand and enable emergency purchases, such as food and essential items for older people. Our aim was to raise £15,000 and this was surpassed, a total of **£27,241** Covid specific donations being made. The public has been incredible in their support giving online donations, arranging activities to raise sponsorship and selling things to raise funds.
- **Winter Giving** – Communities generously supported us, donating over **400 handwritten Christmas cards** and letters, approximately **300 wrapped Christmas Gifts** and **30 food hampers**, to distribute to our service users. We worked in partnership with the charity Mary's Child, Peterborough City and South Cambridgeshire District Councils, to deliver **100 cooked Christmas dinners**, 40 of which were delivered on Christmas Day.

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# £27,000

Raised for Covid  
HOPE appeal



Luke Caxton and friends 10k challenge, inspired by Captain Tom, in their gardens or local green space.



Royal Mail post delivery workers dressed up to deliver the mail and collected donations for us



Junior Combination Room wearing college clothing and donating



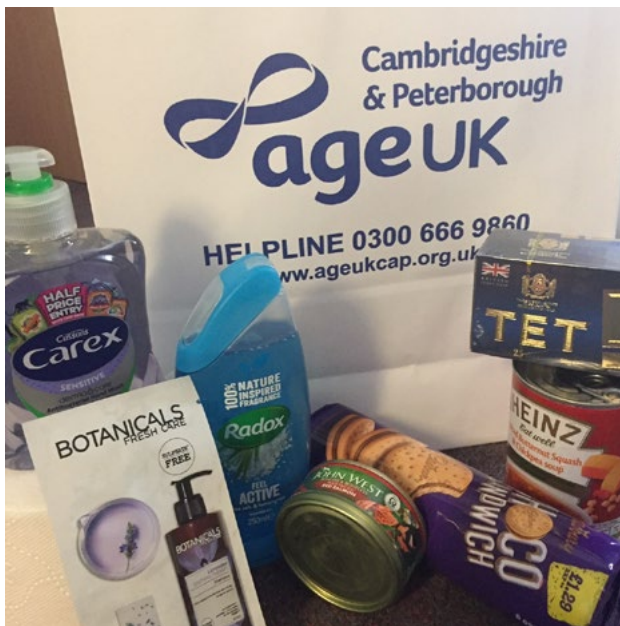
“ I didn’t know how to get a mask, this is really helpful ”

“ I like that you can wash it, I don’t like waste. Thank you so much ”

“ Isn’t it pretty ”

“ Aren’t people kind, thinking of us ”

**Volunteer sewers making re-usable face masks**



“ I have never tasted that flavour of soup, or type of biscuits, I am looking forward to trying them” (receiving a parcel of donated items). ”

“ Thank you, I have not been able to go to the library for so long, I am looking forward to reading a new book. (receiving a donated book). ”



“ Oh how kind, it's so lovely to think that someone has done this for me” (receiving a craft bag). ”



St Faiths School children make and write Christmas cards and wrap gifts gifts, kindly donated to the school, for our service users.



Donated food hampers staff delivered to service users at Christmas.



MP Daniel Zeichner supporting Slip into Slippers

## Slip into Slippers

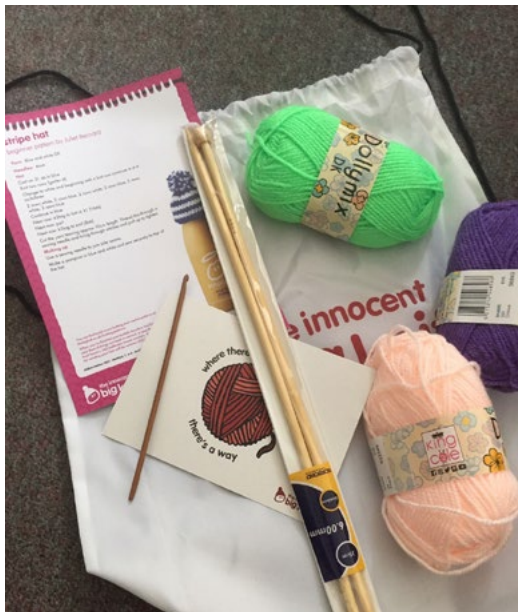
It was the second year of our annual local participation campaign, aimed at fundraising and profile building for our charity. Taking place in October, Slip into Slippers invites people to wear slippers and, in turn, make a donation. It was difficult to deliver the campaign but we encouraged online participation and sharing on social media.

**The campaign raised £345** and a **reach of 12,262** on social media, from the participation and sharing photos, using identifying hashtag #SlipintoSlippers. There were also 4 mentions in the local press raising awareness of our charity's services.



## Big Knit

The Big Knit is delivered by the national charity Age UK in partnership with Innocent drinks. All brand partners are invited to knit little woolly hats, which will then go on top of Innocent smoothie bottles which go on sale in various retail outlets.. For every smoothie with a little hat sold, we receive 25p. As a result of the pandemic the campaign period has been extended and is ongoing. People continue to be creative and are sending little hats towards our **target of £15,000** hats to raise £3,750.



## No-one should have no-one

We're here to help and believe **no one should have no one**. Everything we do is with this in mind. For many this has been a terrifying and isolating year, like no other in living memory.

Before the outbreak of coronavirus, we were already facing a loneliness epidemic amongst older people, but as a result of the pandemic, this crisis has intensified. We're working hard to relieve the isolation and despair felt by so many. We're determined to be there.

**“Loneliness is awful, but Age UK makes it more bearable.”**



**David Bruch**  
Treasurer

## Treasurer's Review

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We are pleased to report that the income of the Charity at approximately £2.32 million is an increase over the previous year of 14%.

This is due in the main to the Charity taking on additional contracts to provide services specifically required due to the pandemic.

Approximately £1.9 million has been spent on the services and activities as outlined in this review and impact statement, a reduction of 2.5% over the previous year.

The effect of Covid-19 has impacted the way the Charity operates, but due to the flexibility of all staff members we have been able to prioritise those areas that needed and still do need our help.

We are grateful for the practical help of donations of PPE which again has enabled us to continue our front-line activities.

As you will have read elsewhere in the report, we have over 500 volunteers helping us to achieve our aims. If these were paid at the national living wage then it would amount to over £500,000 for the year to 31st March 2021.

This is your contribution to our Charity and for this we are grateful and we thank you all.

A copy of the full accounts for the year to 31st March 2021 is available on request to: Age UK Cambridgeshire & Peterborough, 2 Victoria Street, Chatteris, Cambs, PE16 6AP or from the Charity Commission website.

# Our Supporters

We thank all our funders, donors and supporters, who enabled us to deliver services and extra acts of kindness, especially over the winter period.

We have some core commissioned work, but many of our activities were subsidised from funds we raised. Whilst we are part of a recognised national brand, being Age UK, we are an independent local charity, with our own registered charity number, Board of Trustees and responsibility to raise our own funds to deliver our local services.

We are therefore very grateful for all donations, sponsorships and fundraising activities local supporters give to us.

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

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

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

Age UK Appeal	John Lewis	St Andrew's Parochial Church Council
Barclays Bank	JS Services	Swavesey Parish Council
Balsham Parish Council	Landbeach Parish Council	Teversham Parish Council
Balsham Helping Hands	Linton Parish Council	Trinity College
Bethel Church	Linton ACE's	The National Lottery Community Fund
Cambridge City Council	Littleport Townlands Charity	Thomas Galon Charity
Cambridgeshire County Council	Littleport Parish Council	Tony Rampton Trust
Cambridgeshire Community Foundation	Living Sport	Waitrose
Castle Camps Parish Council	Masonic Charitable Foundation	Waterbeach United Charity
Cambridge City Council	NFU Mutual	Waterbeach Parish Council
Comic Relief	NHS Cambridgeshire & Peterborough CCG	West Wratting Parish Council
DG Marshall of Cambridge Trust	NHSE/I	West Wickham Parish Council
D&J Lloyd Comm First Fund	O and H Hampton	Weston Colville Parish Council
Diocese of Ely schools	Peterborough City Council	
East Cambridgeshire District Council	Peterborough Council for Voluntary Services	Plus other anonymous donors and those who have individually and in clubs, raised funds for our cause. These donations are all gratefully acknowledged.
Fenland District Council	Perkins Engines	
First Utility	Pye Foundation	
Girton Town Charity	Rotary Club of Wisbech	
Histon & Imprington Parish Council	South Cambridgeshire District Council	
Horseheath Parish Council	Shudy Camps Manages Trust	
Huntingdonshire District Council	Stapleford Parish Council	

## Governance and Management

Age UK Cambridgeshire and Peterborough is an independent charity. We are a non-profit making organisation, directed by a Board of Trustees. Our trustees are volunteers who have legal responsibility for the governance and management of the charity. Day to day operations are delegated to the Chief Executive, Melanie Wicklen, working closely with a senior management team, 152 staff members, the equivalent to 61.5 full time and 500 volunteers.

During the year we have created and implemented a number of Health and Safety Covid specific policies and procedures to enable our work to continue, carrying out repeated risk assessments for the safety of our staff, volunteers and service users.

## 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 and all of our contact details. Please let us know if you would like to be added to our mailing list.

We are committed to improving the experience of older age. 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.

- 1 UK Research & Innovation (UKRI), through the Industrial Strategy Challenge Fund's Healthy Ageing Challenge, is supporting businesses, including social enterprises, to provide the products and services that people want and which will enable them to remain active, productive, independent and socially connected across generations for as long as possible.

We commissioned this Impact Investment Study to address the question of how we could accelerate progress towards the goal of reducing inequalities in healthy ageing by adding an impact approach alongside the conventional investments. The Study explores a fragmented funding landscape, with short-term investment horizons and how alongside this impact investing is evolving quickly because of the COVID-19 crisis. UKRI is pleased to publish the findings of the study in this report. It is informing how we could support a mission-driven collaborative ecosystem by deploying a fund specifically for impact investors and social enterprises.

The Government has reaffirmed the bold mission to enable people to enjoy at least five extra years of healthy and independent life by 2035, whilst addressing the inequalities between the richest and poorest. To achieve this, our ambition is to impact on the lives of millions of people within a decade by catalysing innovation in services and products with the potential to scale and spread, underpinned by sustainable business models.

## Board of Trustees

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Hazel Williams MBE (Chair)

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Clive Adkin (Vice Chair)

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David Bruch FCA (Treasurer)

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Adrian Kirby

---

Peter Clements (resigned during 2019.20)

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Cllr John Holdich OBE

---

Brian Parsons

---

Alison Reid

---

Michael Bond

---

Alex Alexander

---

Julie Weaver

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## President:

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Dr Stephen Webster MA, MD, FRCP

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## Chief Executive

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Melanie Wicklen

## **Age UK Cambridgeshire and Peterborough**

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

Tel: 0300 666 9860  
[www.ageukcap.org.uk](http://www.ageukcap.org.uk)



**Find us on facebook and twitter**

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supported by Zest Communications

**[www.zestcommunications.co.uk](http://www.zestcommunications.co.uk)**

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Age UK Cambridgeshire and Peterborough is a charitable incorporated organisation registered with the Charity Commission for England and Wales with registered charity no. 1165856  
Registered Office: South Fens Business Centre, Fenton Way, Chatteris, Cambs PE16 6TT