

# Supporting older people across Cheshire East



**Impact Report 2020/21**



As the COVID pandemic hit hard and changed the way we all lived our lives in 2020/21, Age UK Cheshire East worked hard, restructuring existing services and launching new ones to ensure we supported older people when they needed us most.

This was made possible by the incredible dedication of our staff and volunteers, as well as the very generous support from many external funders.

This impact report highlights the added value and the support thousands of older people across Cheshire East received this year.



This year, we  
supported over  
**7,000 older  
people** across  
Cheshire East,  
empowering them  
to lead more  
independent lives

# Information & Advice

In 2020/21, we supported 1,918 older people with information & advice to enable them to more effectively handle issues they faced.

Our work unlocked £1,111,234 in additional benefits for older people, enabling them to lead more financially independent lives.

**An amazing 7,192 different enquiry issues made to the service  
this year by older people & their families**





# Help at Home

Our dedicated team of 25 home helps provided 12,447 hours of support in older people's homes this year. The service operated throughout the darkest days of the pandemic, with our team of home helps continuing to provide vital support to around 170 older people despite the many challenges they faced.

*100% of clients surveyed in March 2021 said the service had met their needs and they would recommend it to others*

# Scams Awareness & Aftercare

Unbelievably, in a year when we all had our lives changed by COVID, scammers have still tried to take advantage of our older people. Thankfully, our new project was able to directly support 551 older people to be more aware of scams and provided all important aftercare for victims of scammers.



We also raised awareness to over 4,500 older people each month about the current scams and how to avoid being scammed. Without our support, we know many more older people would have fallen victim to these awful crimes.

93% of older people who engaged in our project said their confidence in spotting a scam had improved.

# Case Study: Scams Aftercare

Susan, in her late 60s, had sought a relationship online as she was lonely and overwhelmed by her caring responsibilities. Unfortunately, the online relationship was not real, and Susan was scammed into parting with a significant amount of cash. Bewildered by the unknown practicalities that came with being a victim of fraud, Susan was referred to our Scams Aftercare project.

Through regular phone calls, Susan was supported both emotionally but also on a practical level, getting additional support for her caring responsibilities, and advice about benefits she could apply for to replace lost income.

Emotionally, the project supported Susan with ideas and exercises in mindfulness for when flashbacks occur. We reassured Susan that anyone can fall for a scam and worked with her on things she can do to prevent becoming a repeat victim.

Susan found the ongoing weekly calls hugely helpful, tasks no longer felt so overwhelming, and she began to feel less vulnerable about being scammed again





# **Keep in Touch telephone befriending**

Launched in direct response to the pandemic, this new service supported 121 isolated older people over its first year.

Our wonderful volunteers made 2,251 calls to isolated older people, equating to 1,327 hours of vital support over the year. This includes over 126 hours of calls to Armed Forces veterans.

Those receiving calls from the service reported a significant reduction in their feelings of severe loneliness

# Case Study: Keep in Touch



A client was undergoing chemotherapy treatment for cancer and had been suffering from extreme anxiety before each chemo session. Her befriender, coincidentally, also undertakes holistic therapies and had been teaching her client about relaxation techniques which she could employ before each session of chemo. Since taking the befriender's advice, the client's stress and anxiety levels have fallen and the sessions are now easier to prepare for.



# New Horizons Club Remote Dementia Support

Despite only running since January 2021, this new remote support service has already helped over 60 older people with dementia, together with their carers deal with the isolation and challenges of lockdown.

Activity packs and a Whatsapp peer support group complement our online Zoom sessions, ensuring all have fun and learn new activities, whilst also developing new support networks.



**"Another great session. It was fun, relaxing, and yes it makes me happy"**

# Campaigning and raising awareness of later life issues

Working with our national partner, Age UK, to raise awareness about key issues including free TV licences for the over 75s and lobbied for the publication of a Green Paper on social care.

Locally, through the printed media and our social media channels, we continue to raise awareness about issues impacting on older people in later life, such as loneliness & isolation, dementia and age friendly spaces.

**In the UK, 1.5 million people aged 65+ have an unmet social care need. Worryingly, Age UK estimates that by 2030 this could grow to 2.1 million if the current approach to funding & providing care remains as it is today.**



# Charity Shops

Despite the numerous lockdowns this year, our five charity shops in Alderley Edge, Knutsford, Macclesfield (x2) and Poynton continue to provide a major source of income to fund our services for older people. In a normal year, our shops provide over 50% of our annual income.

# Just being there when needed most



- There throughout the pandemic supporting local older people
- Dealt with around 90 new enquiries each & every week about an incredibly diverse range of issues
- Delivered hundreds of treat boxes, mental wellbeing packs and Christmas goodies to isolated older people
- Provided trustworthy sources of information to ensure that older people could make informed choices
- Continued to support our more vulnerable older people in their homes
- Worked with local voluntary sector partners to ensure all beneficiaries received the support they needed

# Things you told us during the year...

Thank goodness someone recommended you! Life has been so much easier since my home help descended on me!

Age UK Cheshire East has been, and is, so supportive and we are most grateful!

Such a marvellous job, and to deal with people who are lonely is amazing and very valuable

Thank you so much for the box of goodies you delivered. It is much appreciated, not just for the contents, but for the thought that went into it. That my wife is still remembered in this way means much especially in these strange and difficult times.

**Wonderful service, very helpful in all aspects. Highly recommend it**

Having someone to talk to - all my friends have passed on and we are alone so having the calls is great.



# Our year in numbers



7,274 older people supported



provided trusted information through over 20,000 hits on our local website



raised awareness on key issues through over 500,000 impressions of our tweets



satisfaction for our vitally important Help at Home service



£891k spent supporting older people



dedicated staff team of 50



120 volunteers, with 50 actively supporting services during the year




three new services started



the number older people need to know across Cheshire East

All this was made possible due to the generous support of the following



Thank you ... 





Registered Charity 1090161



01625 612958



enquiries@ageukce.org



www.ageukce.org



@AgeUKCE



Age UK Cheshire East



@ageukce

**New Horizons Centre, Henderson Street, Macclesfield, SK11 6RA**