

# Our Highlights 2015-16





# Message from our Chief Executive

We are very proud of our many achievements this year, supporting local older people in Cheshire East.

During the year, our charity has continued to provide a wide range of targeted services to older people. This report gives you a flavour of some of the highlights, and the impact we have had on our local communities. It is particularly gratifying to be able to share with you a few of the wonderful messages of support from both service users and carers for the work we do in ensuring that older people and their carers in Cheshire East can lead fulfilling lives.

What is perhaps more impressive is that we have been able to continue to provide such a wide range of services against a backdrop of increasing pressures on local charities. The squeeze on public finances has meant that the money available to charities from statutory sources has become even scarcer, and that is why we have invested so much effort in our own income generation to ensure the long term sustainability and financial viability of this great charity of ours. Most importantly, a very high percentage of income generated has continued to be targeted directly at service delivery for older people across Cheshire East.

No review of our highlights would be complete without heaping praise on our volunteers, without their support we would find it so much harder to deliver our services. We'd also like to thank those who have supported us this year through fundraising and donating to our shops. A special word also for our staff, who dedicate themselves to working so hard to support older people and their carers, many at very difficult periods in their lives.

I do hope you enjoy reading this review and would welcome any feedback you may have on its contents, or on the services we provide.

**Damon Taylor, Chief Executive**



**We are very proud of  
our many achievements this year**

# Highlights 2015-16

## Knowledge



- **3,513** clients received advice
- **£1,275,860** income gained for clients
- **375** home visits to clients
- **881** hospital bed days saved helping the local hospital save **£308,350**
- **76** messages received on our confidential care home reporting line
- **419** people given practical IT help

## Health and Wellbeing



- Over **15,000** attendances at **50+** activities
- **1,070** attendances at Men in Sheds
- **500+** clients helped with health & social isolation issues
- **79%** using Knutsford Wellbeing Coordinator reported positive behavioural changes
- **47%** attendees at memory clinic diagnosed with Alzheimer's

## Practical Help



- Over **250** older people received **5,818** hours of practical support from our **36** home helps
- **286** day sessions with **1,910** attendances catering for those living with dementia and the physically frail
- Over **7,500** volunteer hours supporting the projects

## Sustainability



- **220** volunteers gave us **37,815** hours of their time
- Of those volunteers that left us this year, **69%** went into employment
- Over **10,000** hours of trading from our five shops bringing in much needed unrestricted income to support our charitable activities





"I'm feeling much better  
after my **referral for counselling**"

"Coming to the Macclesfield shed twice a week gives me a purpose and the camaraderie keeps me bright and socially aware. **Every day funny things happen** or are said, it's a good laugh with all the banter!"

"I'm feeling much better following my referral for counselling which started in the new year. I can't thank you enough and I don't need anything else now"

"I would like to show my gratitude to Lifelinks Cheshire East for such a **wonderful service** provided in times when life brings you into a dark place. Thank you!"

"The **financial benefits** your information and advice team helped to gain for my parents has made them **happy late in life** when they still both have their health"

"As a volunteer, you are able to see how you are **giving back to the local community and helping to make a change in people's lives**. I chose Age UK Cheshire East because I think the work that they do is fantastic and I wanted to be part of that"

"I'm very happy with my Home Helper, **the service in Poynton has been invaluable** and I think it's good value for money. "

"This dementia day support service gives my mother in law **greater confidence** and three days to look forward to each week"





419 people were given  
practical IT help in 2015/16



# We supported a gentleman who was living on his own following the recent death of his wife.

The loss had made him depressed and he had poor sleep patterns, was losing a significant amount of weight due to not eating and drinking well, had little social interactions and a worried family.

During a meeting with him and his daughter, he talked for the first time about how his wife's death had affected him, how he was feeling and how other support had not been effective. Talking and challenging him on his former activities which included soldering and jewellery making, art and making small sculptures from re-cycled items helped rekindle his passion. We also encouraged him to become involved in his local Men in Sheds initiative.

With our support he started to paint, sketch and make jewellery again. He regularly attends Men in Sheds and has started to mentor other members due to his exceptional skill set and practical knowledge. Finally, he stripped down his old bicycle and now goes for short rides along the back lanes of Cheshire - weather permitting! As a result, he is eating and sleeping better and has started to put on weight again.



**With our support  
he started to paint and sketch again**





We referred her to **Help at Home** to set up a support package

## We supported a woman who was lonely at home alone and struggling with simple household tasks

We supported a woman in her 80s who lives alone following a recommendation of our service from a friend. She was diagnosed with macular degeneration around 12 months ago and since then her vision has deteriorated rapidly leaving her struggling with simple household tasks such as showering, watching TV, writing down appointments and using the microwave. She felt incredibly lonely and quite depressed as she was unable to get out of the house without support.

We helped her get the right amount of benefit entitlement, which meant she could get a cleaner and someone to help manage her post. We also referred her through to the Help at Home service and got a package of support set up. Supporting her to get mobility aids installed and showing how to use her shower and bath board safely have helped her feel safer washing and bathing. We also referred and accompanied her for a hospital vision assessment, which has enabled her to purchase a talking clock, large print diary and a new magnifying glass to allow her to read.

Finally we helped her save money on her energy bills and access the talking newspaper and befriending service.

In July 2015, we launched our brand new **Lifelinks Service**, delivered in partnership with Peaks and Plains Housing Trust. The service is commissioned by Cheshire East Council and is here to help people in the local community make the most of life

We work with clients on a one-to-one basis and give advice and support specifically tailored to their needs. The team are able to:

- Help people get involved in local groups and activities in our community
- Help people learn to use computers, laptops and tablets to help them keep in touch with friends and family
- Work with people to prevent minor health conditions from becoming a major problem
- Provide advice and information on home adaptations and equipment to help people live independently in their own home

**Our mission is simple....**

**It's to help people in the Cheshire East community Live Life and Stay Well.**

We aim to ensure people:

- Are able to look after themselves, stay healthy and retain their independence longer
- Can participate as active members of their communities
- Have choice and easy access to the type of help they need, when they need it
- Feel empowered and confident to live independently
- Remain safe and secure and continue to enjoy a good quality of life
- Can maintain active social lives





## Advice Quality Mark Re-awarded

We were delighted to be re-awarded the prestigious Advice Quality Standard Certificate for Advice with Casework for Older People. The Advice Quality Standard (AQS) is the quality mark for organisations that provide advice to the public on social welfare issues. Organisations that hold the standard have demonstrated that they are easily accessible, effectively managed, and employ staff with the skills and knowledge to meet the needs of their clients. The AQS is owned by the Advice Services Alliance (ASA) and is managed by a committee of individuals with expertise in quality and the advice sector.

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## Business Networking Event

Star of the jungle Edwina Currie Jones showed support for UN International Day of Older Persons at our first business networking event. Edwina delivered a lesson to local businesses on 'growing old disgracefully' as she proudly approaches her 70<sup>th</sup> birthday this year. The exclusive networking event took place at Mottram Hall and saw local businesses join together to support Older People's Day and the work of Age UK Cheshire East. We also enjoyed a presentation from local businesswoman Karen Perry about the importance of building relationships and networking.

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## Christmas Shopping Extravaganza in memory of Joan Baguley

The Baguley family held a Christmas Shopping Extravaganza to raise funds for Age UK Cheshire East as part of their 'We're on our way to anywhere' campaign. Funds raised will go towards the cost of a minibus to transport older people to and from services. The event was a huge success with food, stalls, entertainment, Santa's grotto, raffles, and celebrity guests such as Noddy Holder who got everyone in the mood with Slade's "Merry Christmas Everybody". The event raised over £9,000 and was organised in loving memory of their mum Joan Baguley who used our dementia day care service. Joan didn't mind where she was going as long as she was out and about, hence the title "We're on our way to anywhere".







Our arts class helps improve the  
**Health and Wellbeing** of local older people



# Our Volunteers

Volunteers are the lifeblood of our charity and without them, we would be unable to provide the wide range of services that we do for older people. Last year, over 200 volunteers gave 37,815 hours of their time to support our work.

Our volunteers dedicate their time and expertise to help older people in Cheshire East lead more fulfilling lives. They help with a wide range of roles from driving an older person to day care, working the tills in one of our shops, supervising in the men in sheds workshop, delivering a crafts session, or computer lesson and more. Although we're always sad to say goodbye to our volunteers, we're proud to report that 69% of those who left us last year went into employment.

To celebrate and thank our volunteers, we held a tea dance in Congleton which included 'Show Dances' from students at Shaftesbury Dance School of Congleton and singing from Alicia Hill from Buxton who sang songs from the 'American Song Book' whilst volunteers enjoyed tea, cake and had a catch up. It was a thoroughly enjoyable event and a great chance to say thank you by presenting our volunteers with awards.

We'd like to thank everyone who has volunteered for us over the past year, we couldn't have done it without you.



**Making a positive difference  
for people in our local community**





**Martin, Men in Sheds Volunteer**

## “I’ve always enjoyed helping others”

I’ve been volunteering with Age UK Cheshire East since 2003. At the start, I helped out at day care and now I’m enjoying a role at Men in Sheds in Macclesfield.

I’ve always enjoyed helping others, before volunteering for Age UK Cheshire East, I worked at Macclesfield Hospital on the stroke unit.

I volunteer two days a week and the role involves being a ‘buddy’ to members of the sheds project. It’s a great crowd, sometimes we sit around chatting, sometimes people need help learning a new skill or using equipment and some days we are making things to sell in our shops, no two days are the same and that’s why I love it here. I know that sounds cheesy but it’s true.


I’ve thought about working from home alone but I would miss the people in the shed too much, they are great company and it gets me out of the house, giving me a much-needed routine!

I love being a volunteer and seeing people develop. I have one client who lacked confidence when he first came to the shed, he needed a lot of guidance during his first few weeks but now he is doing things all by himself and jokes that he doesn’t need my help anymore!

Another client just likes to come along for company, he doesn’t do much woodworking but enjoys being part of the atmosphere. It’s very relaxed here, we don’t take things too seriously but we look out for one another.

I honestly don’t know what I’d do without the shed.





no one should  
have no one

## We're helping tackle the big issue of loneliness for local older people

**Over a third** of older people consider **television** as their main form of company

Around **half a million men** over the age of 65 in England are **lonely**

Loneliness can be as **harmful for our health** as smoking 15 cigarettes a day

**Almost 90% of over-65s** surveyed by Age UK felt there should be **more help available** for lonely older people

At Age UK Cheshire East, we do not believe loneliness should be an inevitable part of growing older.

The issue of loneliness is hugely important and statistics show that 24% of pensioners do not go out socially at least once a month. Loneliness is also associated with increased rates of depression, cardiovascular disease as well as cognitive decline and dementia.

Age UK Cheshire East take this matter extremely seriously and as a result, provides a wide variety of activities which very much help reduce the feelings of isolation for older people.

Going forward, we plan to increase our range of activities and services to tackle the issue of loneliness further. Future plans include the launch of a befriending service and an increased number of social events for older people living in Cheshire East.

**No one should have no one.**



# How we raised our funds

Age UK Cheshire East's income was £1.76 million, up £211,289 from 2014-15.

The increase was mainly due to a rise in our legacy and retail income, and new projects starting within the year.

The charity received a large legacy of £81,892 within the year as well as a few smaller legacies, all of which provide vital income for the charity.

Retail income increased from 2014-15 by £49,059 but due to the closure of our Congleton Hub in November 2015 the net unrestricted income was £60,377, down from £88,262 in 2014-15. Retail is normally our largest source of net income, we do strive to keep costs low to raise as much unrestricted income as possible

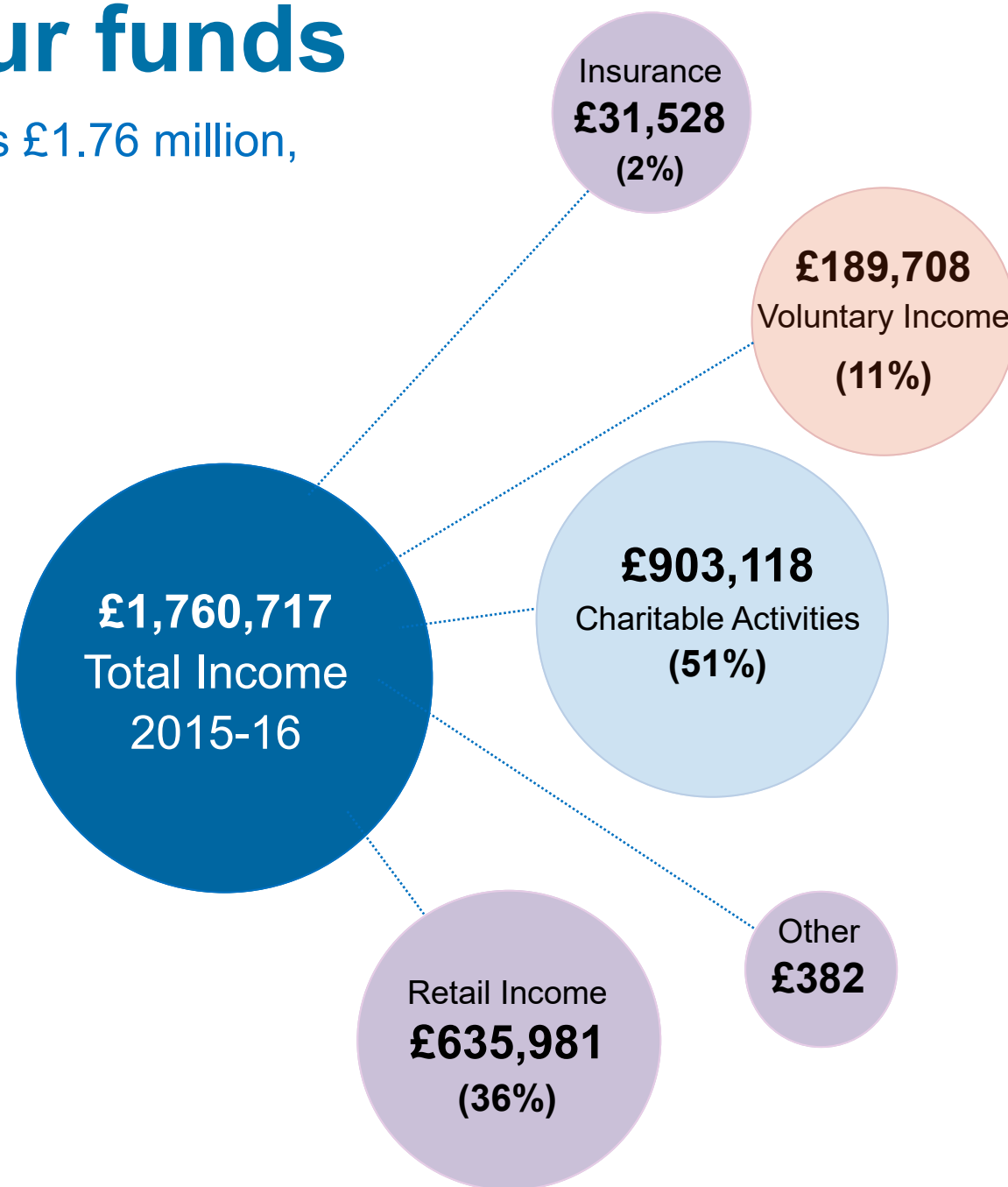
**Charitable Activities** - income generated through our services and activities

**Voluntary Income** - donations, legacies, trust funds, fundraising and sundry income

**Retail Income** - generated from our retail estate

**Insurance** - commission from Age UK Enterprises Ltd following product sales

**Other** - bank interest





# How we helped older people in Cheshire East

This year our total expenditure was £1,811,243, up from £1,692,532 in 2014-15. Of which £1,137,923, 63% was spent on charitable activities.

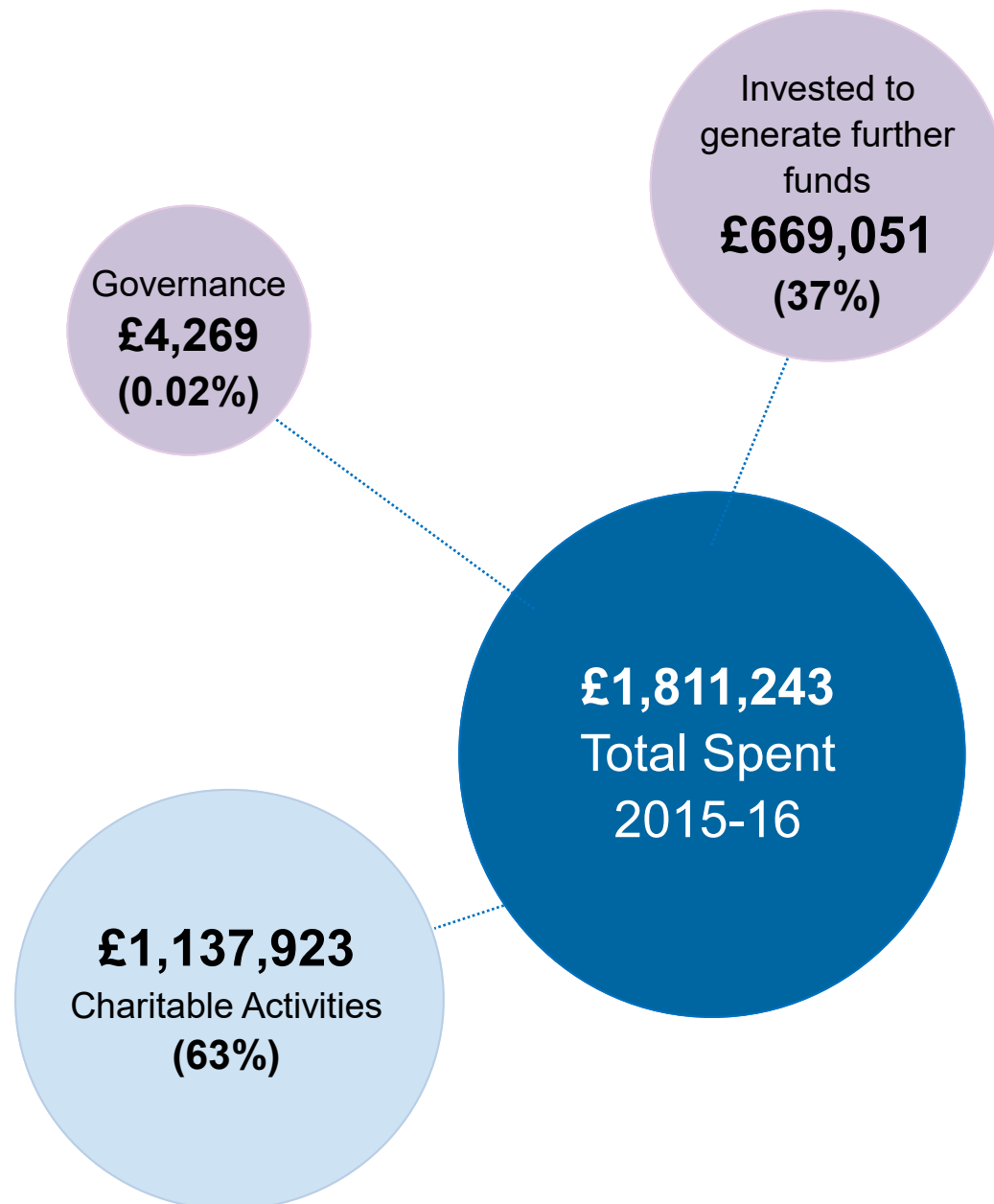
The deficit over the last 2 years have been funded from reserves, these deficits have been managed and 2016-17 should not see a call on reserves.

## Summary statement of financial activities:

Year ended 31 <sup>st</sup> March 2016	2015-16	2014-15	Change
Total income	1,760,717	1,549,428	13.6%
Cost of generating funds	(669,051)	(635,219)	5.3%
Governance costs	(4,269)	(4,374)	(2.5%)
Net contribution	1,087,397	909,835	19.5%
Charitable activities	1,137,923	1,052,939	8%
Net incoming resources	(50,526)	(143,104)	184%

**Charitable Activities** - money spent on running our wide range of services and activities

**Invested** - fundraising, insurance, retail, trust funds







We held a tea dance to thank our **volunteers**



# Future Plans



## Dementia Day Support Service

From September 2016, we are looking forward to expanding our dementia day support service to help a higher number of people in the local community.

We currently provide 40 places per week and the new service will offer 150 places per week, with an additional 30 places available for short term respite care.

Thanks to a number of generous funders, the service will operate from a newly refurbished centre in the heart of Macclesfield. Three small groups will run each day, offering a wide range of activities combining mental, physical and social stimulation, including arts & craft, reminiscence, quizzes, baking, falls prevention, music therapy, group interaction, word games and trips out.

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## New Premises for Macclesfield Men in Sheds

The primary aim of Men in Sheds is to re-engage men with their peer group in an environment where they can improve their social and emotional wellbeing, skills and knowledge and participate in meaningful and productive activity, such as woodworking.

The project also helps to address the growing issue of loneliness among local older men in Cheshire East. Loneliness is a growing problem in our community, especially for those with ill health. Age UK is warning that in the coming years, demographic change will see many more older men living alone – the number is set to rise by a massive 65% by 2030 – which will greatly increase their risks of becoming lonely.

We're currently looking for funding to create bespoke new premises to run our Macclesfield Shed from in the Autumn, watch this space!

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## New Shop Opening in Congleton

We're excited to announce that we'll be opening a brand new shop in the heart of Congleton this Autumn which will offer a wide and ever-changing range of goods at very reasonable prices. All profits generated from our shops help to support the service we run for local older people.





# Thank YOU

Thanks to everyone who helped make 2015-16 such a memorable and successful year. We want to thank all of our customers, donors, funders and supporters for their valued contributions, as well as our trustees, staff and volunteers.

Without your vital support our work would not have been possible.

Special thanks go to the following businesses, public bodies, trusts, clubs and families for their generous support.

**Age UK**

**Barclays**

**Cheshire Community Foundation**

**Eastern Cheshire Clinical Commissioning Group**

**Cheshire East Council**

**Dunhill Medical Trust**

**The family and friends of Joan Baguley**

**The Big Lottery**

**The Rotary Club of Bramhall and Woodford**

*Listed are organisations/individuals who have contributed over £500*

# How you can help



**Shop** We have shops in Macclesfield, Poynton, Knutsford and Alderley Edge selling a wide range of reasonably priced goods. We also have a furniture showroom with over 4 floors based in Macclesfield selling high quality furniture. Every penny you spend in our shops goes back into supporting our services for older people.



**Donate** Whether it's a one off donation, monthly direct debit or a donation to our shops or furniture showroom, your gift will ensure we can continue to provide advice and support for lonely older people living in Cheshire East. We can also collect your unwanted quality furniture for free.



**Volunteer** Make a positive difference for people in your local community by volunteering for Age UK Cheshire East. We have a wide range of volunteering opportunities in Cheshire East from drivers to shop assistants, Men in Sheds buddy to fundraising events.



**Fundraise** There are lots of fun ways to raise money for our charity whether it's with friends, work, or going it alone! However you'd like to fundraise, we can give you the tools and the support to help you have the most impact. Every penny raised counts, and will make a big difference for local people in later life.



**We'd love to hear from you**

To find out more about how you can get involved with Age UK Cheshire East visit [www.ageukce.org](http://www.ageukce.org) or call **01625 612958** for support.





## **Age UK Cheshire East**

New Horizons Centre

Henderson Street

Macclesfield SK11 6RA

**01625 612958**

**[enquiries@ageukcheshireeast.org](mailto:enquiries@ageukcheshireeast.org)**

**[www.ageukce.org](http://www.ageukce.org)**

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