

March 2017

NEWSLETTER



All the latest news from Age UK Cheshire East

Starting a local conversation about loneliness

Working with Jo Cox Commission to tackle Loneliness in older people

We are proud to announce that we're supporting the Jo Cox Commission on Loneliness by highlighting the issue of loneliness in older people as part of the Commission's campaign. 'Happy to Chat' is being used by the Commission to encourage more people to start a discussion about this very real problem.

The Jo Cox Commission on Loneliness is a cross part initiative designed to increase the public's awareness of loneliness and encourage us all to act to tackle it. Jo Cox MP was passionate about the issue and started the Commission before her murder in June 2016. We, along with a huge range of other charities, are now collaborating to honour Jo's legacy through the Commission's work.

From 20 March to 23 April 2017, the Commission's spotlight focuses on loneliness in older people and we have started a conversation about this important issue, to help more people understand that loneliness in later life really matters and is a serious public health concern. But we also want to support communities to help people who may be lonely. We can do this several ways:-

- **As individuals – by being a friend to the older people around us**
- **As families – by staying in touch with older relatives, including more distant family members and those living far away**
- **As communities – by working collaboratively and supporting our charity and other voluntary groups that organise services and social activities for older people.**



We want to ask our service users and those who shop in one of our retail outlets about how they could help us tackle loneliness.

Damon Taylor, Chief Executive of Age UK Cheshire East commented "We all have a role to play to help tackle loneliness, whether it is simply checking on elderly neighbours, to lobbying for facilities that are desperately needed in our communities to help tackle loneliness and bring people together.

We want to capture your ideas about how you can help and provide us with views to feed through to local decision makers such as MPs and councillors. We are providing 'post boxes' in each of our shops under the banner #happytochat where people can complete postcards with their ideas and how they can help tackle the problem. We would love people to get involved and help us tackle this growing epidemic which impacts so adversely on many of our older people."

Damon concluded "We encourage people to take part in this campaign. We provide services which address loneliness in older people and we hope that as well as raising important awareness of this issue, the campaign will highlight the many opportunities there is for people to come along and volunteer with us to help tackle loneliness in local older people."



You can give us your views by visiting one of our high street shops in Alderley Edge; Congleton; Knutsford; Macclesfield or Poynton or visit [our website](#) and fill in the online form. You can also follow the campaign on our Twitter feed @AgeUKCE and follow the hashtag #happytochat during the month. We look forward to hearing from you!

Top Notch returns to Knutsford

Popular designer clothes event takes place later this month

We are going all posh in Knutsford later this month when our shop on King Street hosts another 'Top Notch' shopping event to raise vital funds for services for older people in Knutsford and the surrounding area.

We are selling designer and top quality clothes and accessories which have been donated by local residents at the event on the weekend of Friday 31st March – Sunday 2nd April 2017. The shop is also open on Sunday to coincide with the Makers Market in the town that day, so that shoppers in the market can also benefit from the excellent choice of quality goods on offer.

The charity relies heavily on the vital funds its shops generate to ensure that it can continue to provide a varied and wide range of services for local people, including dementia support, help at home, information and advice and Men in Sheds.

A team of 19 dedicated volunteers help keep the shop running under the watchful eye of the manager and her team. The vast majority of goods sold in the store are donations made by local people. In addition, the shop sells a small number of new items which complement the other items for sale.

AGE UK CHESHIRE EAST PRESENTS

Top Notch

at Age UK Cheshire East Knutsford Store

Fri 31 March 9.00 – 5.30, Sat 1 April 9.00 – 5.30,
Sun 2 April 12.00 – 4.00



Designer & top quality
clothes & accessories at
affordable prices

Hurry while
stocks last!

Age UK Cheshire East,
Knutsford Store, 90 King Street,
Knutsford, Cheshire WA16 6ED
Tel: 01565 654283



Follow us on Twitter: @AgeUKKnutsford
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Registered charity number 1090161



Caroline Noden, manager of the Knutsford store says "We get some really interesting and often designer items donated by people in the town which we sell at Top Notch for knock down prices. The event has become really popular and there are often people waiting to come in before the shop opens on the first day! What is particularly rewarding is the funds raised from this event will be used to support older people in the local area."

The charity is calling for any other quality donations that people may have hiding in their wardrobes to drop them off at the store in King Street, Knutsford in advance of the event. What is certain, however, is that the sale of quality designer items will once again prove to be a 'Top Notch' event for all.

Why don't you call
into our Knutsford
store and grab
yourself a bargain?



The shop is at 90 King Street, Knutsford, WA16 6ED →

Dolphins take part in Rotary Club Swimathon

Six local girls raise vital funds for our charity by swimming over 200 lengths

Age UK Cheshire East was proud to have a team, aptly named 'The Dolphins', representing it at the Swimathon event, held at Macclesfield Leisure Centre on Sunday 12 March 2017. The six girls each took it in turn to swim lengths in the pool over a 45 minute period, amassing over 200 lengths in the process.

The event is organised each year by the local Rotary Club, and participants are encouraged to raise



as much sponsorship for the activity as they can, with half going towards their chosen charity, and the other half going to the Rotary Club who supports various local charities as well as the Rotary Disaster Aid International Life Boxes.

The total amount of sponsorship raised by the Dolphins has not yet been totalled up, but it is likely to run into the hundreds of pounds. One of the team, Phoebe, collected over £200 just for her efforts, with half of that sum going to her chosen charity, Age UK Cheshire East. Phoebe said "I love taking part in this event with my friends. It's a really good way to raise money for the charity, but also gives me a chance to swim with friends and see who can get the most lengths in. We joked at the end about who did the most lengths, but I'm pretty happy with what I did and the money I have raised will really help lots of older people locally, which is important to me and my family."

Age UK Cheshire East encourages any local group or individual who wishes to raise funds for the charity to get in touch. We can provide help and support for any event you are planning, and we have lots of handy tips and hints about how you can make the event most enjoyable for you.

We have produced a useful guide for people considering fundraising, which can be found on our [website](#)

The great thing about fundraising for our charity is that all of the money raised through such events stays local. All of the money raised is spent locally to provide support and services to older people. The focus for our services continues to be tackling loneliness, providing support and guidance to people with dementia and their carers, as well as providing interesting activities such as arts and crafts and Men in Sheds.



If you are interested in undertaking a fundraising event for us, give us a call on 01625 612958 or visit our website at www.ageukce.org for great ideas of how you can help us help older people enjoy a more fulfilling and independent later life

Board agrees the way forward

Trustees sign off the 2017/18 Business Plan and Budget

The Trustee Board of the Charity met on 16 March to discuss our plans for 2017/18, including setting the annual budget. The Board is made up of 8 trustees, who are all volunteers and receive no payment for attending meetings. They agree the strategic direction of the charity and agree and monitor the annual budget. Trustees come from all walks of life, and the current Board has trustees with a wide range of experience including nursing, the law; accountancy; housing; and charities to name but a few.



Along with all charities we are facing challenging financial times, with funding from statutory bodies continuing to reduce, whilst the demand for our services grows. However, the Board recognises that there is still important work to do, and supported by income generation through our retail presence in Alderley Edge, Congleton, Knutsford, Macclesfield and Poynton, together with fundraising and corporate support, the Board is very focused on continuing our successful work for many years to come.

The Business Plan for 2017/18 which the Board agreed on 16 March continues to focus on our core services, namely Dementia Support, Help at Home, Information & Advice and Men in Sheds—all vital activities which help address the issue of loneliness in older people as well as providing important support for their carers.

As well as our core business, we also provide lifestyle support for older people, such as ICT classes. The feedback we receive from our service users continues to be very positive, particularly as those services cannot always be found elsewhere and are specifically tailored to the needs of older people. A service user in our ICT classes, which costs just £3 per session, recently commented “Thank You for doing such a wonderful job. I am extremely grateful for all the help that I have received. If I was having private lessons it would have cost me about £50 on a regular basis!”



Further details of the charity's strategic priorities and plans, together with archive copies of this newsletter are available by following [this link](#)

About us...



We are a local charity, providing a wide range of services to older people in Cheshire East. All the funds we generate are spent on delivering services locally. Our aim is to improve the later life of the people of Cheshire East. The main focus of our work is:-

- Support for people living with dementia
- Tackling loneliness
- Free Information & Advice
- Lifestyle support
- Men in Sheds
- Help in the Home



01625 612958



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www.ageukce.org



@AgeUKCE

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