



# Highlights

## 2018/19



# Message from our Chief Executive

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This year we celebrated our 30th anniversary, remembering the day back in May 1988 when we were first established our charity as Age Concern Macclesfield, with our one and only member of staff operating out of her car boot! A lot has changed since then, and today our charity has a budget of over £1 million, providing a range of much needed services for local older people.

Last year we reported on what had been a very challenging year, when the charity was operating with significantly reduced resources following a major restructure in January 2017. After stabilising last year, I am pleased to report that we have managed, once again, to continue to provide our services against a significantly challenging financial background, compounded by the lack of commissioning opportunities as well as increased pressure on trust funds, which in the past have helped subsidise our services.

Although it presents many challenges, we continue to be able to raise sufficient income each year, through our charged for services and retail operation, to maintain our core services. Our New Horizons Club provides a valuable resource for people living with dementia, as well as a much needed break for their carers; our Help at Home service provides invaluable support to help keep many older people in their own homes; our Information and Advice service provides a myriad of information to older people trying to navigate the complexities of later life; and our Men in Sheds continue to provide a safe and welcoming environment for older men to enjoy the company of others, whilst trying their hand at a woodwork project.

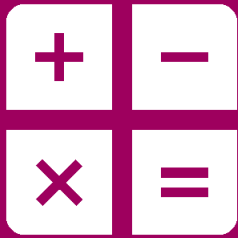
We are also pleased to be able to continue to operate our Aged Veterans Project 'Joining Forces' which is providing invaluable support to older armed forces veterans, at a time when they need help most.

We continue to be very touched by the kind words we receive from our clients, about the huge positive impact that we make on their lives, which helps us understand why we do the work we do.

None of this work would be possible without the excellent commitment and dedication of our staff, volunteers and trustees who work tirelessly to support our services and give so much help to people in later life.

We look forward to 2019/20 with renewed optimism, as we look at new ways in which we can support our local community, working with local businesses, schools and partners to ensure that we can continue to deliver services which will improve the wellbeing and welfare of our older people.

*Damon Taylor*  
Chief Executive



## 2018/19 in numbers

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At least 4,000 local older people supported this year



60 staff and 130 volunteers providing over 105,000 hours of direct support to services



Year ended with a loss of £15,941 against a budgeted loss of £13,721



Our 6 high street shops provided 56% of total income



97% of clients would recommend our services



Just 1.4% staff working days lost through sickness



100% of staff enjoyed their job; 93% felt we were a good place to work



96% of volunteers recommend us as a good place to volunteer



# New Horizons Club

## (Dementia Day Support Service)

Our New Horizons Club operates from a specially adapted day centre in the heart of Macclesfield. Open five days a week, the Club offers a wide range of activities that combine mental, physical and social stimulation, including arts & craft, reminiscence, quizzes, baking, falls prevention, music therapy, group interaction, word games and trips out - all specifically designed for people with memory problems. Some of the highlights of 2018/19 include:



35 regular service users



2,874 places filled



2,997 hours of support delivered by volunteers



89% would recommend service to others



89% say service met their expectations

"Thank you so much for your help. I hope that you and your colleagues know how much we (the carers) appreciate what you do - not only for all your clients but also for us trying to cope at home"



## Information & Advice

Our free information and advice service is available to anyone aged 50+, their families and friends, professionals and carers. We keep accurate and up-to-date information on wide range of issues such as housing, health care, money matters, leisure and social activities and many other things that affect an older person's quality of life. Support is provided face-to-face, over the phone and through home visits. Some interesting facts from 2018/19 include:



3,280 people supported



An incredible £1.4 million in extra benefits secured



6 regular volunteers providing 403 hours of support



100% would recommend service to others and say service met their expectations



Service funded by the charity itself since July 2018

Very helpful. Sent out help to fill in an Attendance Allowance form for my husband who has dementia. Thank you Age UK Cheshire East for your help in this matter!



# Help at Home

Our specially selected and well-motivated home helpers are trained to take on the tasks older people either can't or don't want to do. From cleaning to shopping or preparing a light lunch, to sharing an interest, our Help at Home service is there to support older people live more independently in their own homes. Some highlights in 2018/19 include:



Supporting 178 service users



23 Home Helps, all fully DBS checked, visiting same client each appointment



11,832 hours of support delivered



98% would recommend service to others



91% say service met their expectations

"This is an excellent service for providing additional social support and mental stimulation for my 91 year old mother who has vascular dementia"





# Men in Sheds

Our Men in Sheds in Macclesfield & Congleton is a place for older men to get together in a relaxing environment to share interests, skills, experiences and decent conversation. Activities are dependent on what the service user wants to do, but can include woodwork advice and support, project planning, painting and varnishing or relaxing with a cup of tea in the company of other men. Sometimes participants just chat, drink tea and put the world to rights! Some of the highlights from 2018/19 include:



32 regular service users



1,335 attendances



367 sessions supported by volunteers



100% would recommend service to others



100% say service met their expectations

"The chance to expand on woodworking skills learned many years ago at school and to learn new skills. Meeting new people and sharing ideas, helping each other"



Joining Forces is a Ministry of Defence supported project to support the quality of life and wellbeing of veterans born before 1 January 1950, along with their family and carers. It helps with reducing feelings of isolation; managing long term health conditions; linking into local activities, as well as bespoke information & advice to support aged veterans. Highlights from 2018/19 include:



34 'guided conversations' with veterans & family



Awareness raising with 474 veterans reached, together with many thousands of non-veterans



£99,920 extra benefits secured for aged veterans & their families



Direct support to 152 veterans & family (excluding guided conversations)

"Age UK Cheshire East came to my rescue. It took many hours and days to sort. Working quietly, efficiently and with great kindness, I call them my earth angels"





## Other highlights

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Campaigned and lobbied on behalf of older people



Raising awareness of key issues such as loneliness, dementia and inequalities



Hosted several dementia friends sessions, creating over 30 new friends



Helped 154 older people have better understanding of IT



218 attendances at our Art Group. Hosted an annual art exhibition in local library



Held various ad-hoc events for local older people to socialise



22,880 visits to our website



Initiated a Supporters Scheme with local businesses



# Retail

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High street shops in Alderley Edge, Congleton, Knutsford, Macclesfield & Poynton



Showroom in Macclesfield selling large range of furniture items



£644,420 of income this year came from shops



56% of total income comes from our retail operation



Our shops act as town centre recycling points for a wide range of goods



Most expensive item sold was £500 coat



88 volunteers help support our shops & showroom

**Thank you to the following who have been  
our business supporters this year**

**THORNEYCROFT**  
**SOLICITORS.CO.UK**

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MACCLESFIELD

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