

# Age UK Cheshire Annual Impact Report 2018-19



# Why we are here

## Then, now and always

Age UK Cheshire wouldn't be where it is today without supporters like you.

From our humble beginnings offering information and advice from our small office in Northwich, to today where we now have 116 members of staff and 237 volunteers working across 5 offices, 7 shops, 5 sheds and a community centre.

**154,000+**

people in Cheshire over the age of 65

**8,500+**

people over the age of 65 in Cheshire have received a diagnosis of dementia

**11,500+**

people in Cheshire aged 55+ are lonely

**65,000+**

older people in Cheshire live with a long-term health condition

**19,000+**

older people in Cheshire are living in fuel poverty

**8,500+**

people in Cheshire are in receipt of Pension Credit

\*Data has been compiled by Age UK. For any queries, please contact [research@ageuk.org.uk](mailto:research@ageuk.org.uk)

## Timeline

1983

'Age Concern Cheshire' was inaugurated

2009

Cheshire County Council was split into two new unitary authorities and the Board of 'Age Concern Cheshire' agreed that the organisation would continue to operate across both Cheshire West & Chester and Cheshire East

April 2009

Age Concern England and Help the Aged merge

November 2010

'Age Concern Cheshire' adopted the name 'Age UK Cheshire'

# Welcome to Age UK Cheshire's Impact Report for 2018/19



**Dale Maskell**  
Chief Executive  
AgeUK Cheshire

We've been doing some amazing work across Cheshire over the past 12 months, helping thousands of people to feel more connected, to enjoy their independence and to get involved in physical activity.

We have supported people in understanding how to make change happen and to make well informed decisions in their lives. We have given people opportunities to be creative and to contribute their time, skills and experience.

We have been, and will continue to be, here for older people, helping to make a positive difference in later life as and when it is needed.

During 2018/19 we began working on implementing our new strategy and putting into place our Ambitions for the future. In this report we will show you how we raised and spent your money and how we are delivering these Ambitions for the benefit of older people across Cheshire.

We hope you enjoy reading about the impact we have made so far...

## Our Vision

People will love later life in Cheshire. They will have the best opportunities and services, will feel connected and will make things happen. Age UK Cheshire will be recognised as a world leader in its field.

## Our Mission

Age UK Cheshire is a local social enterprise and charity that is dedicated to later life. We co-produce excellent services, make opportunities, connect people meaningfully and influence positive change. Because of our work, people love later life in Cheshire.

**We would like to thank all of our partners, supporters, volunteers, trustees and staff for their continued support.**

**We look forward to the next 12 months.**

# Highlights from the year

## May 2018

The third annual Walking Football event took place at Chester FC. In addition to Age UK Cheshire players we also had teams from Santander, Chester FC and Cheshire West and Chester Council. Walking football is perfect for older people who still want to play but at a lesser pace – it helps to build strength, improve muscles, increase core stability and aid weight loss.



## June 2018

We launched our Later Life Planning Service, which is based at our Queen Street Office in Chester. Later Life Planning offers a range of services including Will Writing, Lasting Powers of Attorney, Advance Decisions (Living Wills) Funeral Plans and Estate Planning.



## July 2018

Our Painful Journeys Campaign won! Age UK campaigners scored a major victory in the call for the Government to ensure that older people receive better transport to and from hospital. The Department for Transport published their Inclusive Transport Strategy in July, which included several mentions of the need for improvements as highlighted and campaigned for by Age UK and supported by Age UK Cheshire.



## August 2018

We had another great year at Chester Pride. This year, we teamed up with Brightlife and Body Positive for the Vintage Pride themed day. We had a great presence in the parade, followed by a large marquee in the Marketplace where we hosted drinks and cakes with traditional board games.



## October 2018

Celebrating Older People's Day at Storyhouse, Chester. For the second year running we held our annual Love Later Life event at Storyhouse, which is one of Chester's most popular venues. Marking national Older People's Day, we ran a range of workshops and information hubs with a focus on combating loneliness.



Also in October we launched our Later Life Goals Service along with 12 other Age UK's. Later Life Goals specifically supports people who are experiencing a significant life event, or coping with a life change, by providing one-on-one sessions aimed at supporting the person to take positive steps forward. This could be a transition moment like retiring from work or a dementia diagnosis. Age UK research shows that significant life moments like these can be triggers for older people feeling lonelier.



In October and January 2019 respectively, we launched two new Dementia services under the umbrella name, Bright Memories. This is a collaboration between Age UK Cheshire and Cheshire and Warrington Carers Trust. Outdoor Activities delivers socially interactive and engaging outdoor activities for people living with dementia and their carers, whilst Dementia Day Activities offers activity focussed day care provision for people living with dementia and respite for their carers.



## November 2018

Commemorating 100 years since the end of WW1 with Wear Purple, our Arts project. The project invited children from various year groups at Elton Primary School, with help from their grandparents, to produce a mixed media artwork, created using different techniques, including poppies, building a time-line and memory clouds. Grandparents brought their memories to the Wear Purple sessions, with the children themselves researching memories with their families and then sharing them.



## December 2018

We held our ever-popular Carols by Candlelight evening at St Helen Witton Church in Northwich. With musicians from the Grange School Hartford and fantastic support from parents and the Northwich community, Carols by Candlelight is always one of our most popular fund-raisers.



## February 2019

We celebrated 10 years since the launch of Men in Sheds in Hartford. Age UK Cheshire were responsible for the first ever 'Men's Shed' in the UK and now there are over 600 across the country. The Mayor of Northwich, Cllr Alison Gerard cut the cake and guests were invited to afternoon tea. Over the past 10 years, the sheds have transformed many older people's lives including those who have battled depression, illness, social isolation, redundancy and the death of a loved one.



## March 2019

We held launch events for Men in Sheds in Winsford and Women in Sheds, Winsford, prior to the official opening to the public. The Winsford shed is the fifth shed for Men in Sheds.



## Ambition 1: People in Later Life will feel connected

We understand just how important it is to feel connected and how much we get out of being part of a community, whether it be the community that we live in, a community of people who share similar interests or a community who share a similar identity. In Cheshire alone, there are approximately 11,500 people aged 55+ experiencing loneliness. We understand how isolating loneliness can be and know the damage it can have on people's health.

That's why, in everything we do, we are connecting people; through promoting new friendships, through encouraging new hobbies and interests and through the information, advice, support and advocacy we offer.

Services we provide to make people feel connected include: Coach Trips | Sharing Time | Hospital Befriending | Day Activities | Dementia Day Services

**1,028**

coach trip tickets sold

**8,709**

hours of outreach across homes, hospitals and care homes

**375**

places booked on to our Pub Lunch Groups

### How we achieved this Ambition

- We successfully delivered our Day Activities Groups and extended them to include an extra session at our group in Ellesmere Port and new Pub Lunch Groups, which have proved very popular.
- Our Day Activities Service is part of the Cheshire West and Chester Council's strategic 'Early Intervention and Prevention' programme. The groups not only meet the needs of the individuals who attend, but also contribute to us achieving our joint ambition to prevent health and well-being issues developing into expensive health and social care provision.
- We extended our Coach Trips programme, taking the number of trips to 18 across the year. Most 'coach trippers' are older people who are regulars and have formed strong friendship groups over the years.
- We connected 36 participants through our Sharing Time befriending service - largely people who were either isolated or lonely across Northwich, Ellesmere Port and surrounding local areas.

***"I might be slowing down in my age and some of the trips are long days, but it won't stop me going. I love the shopping trips too and I don't mind if I travel alone. The opportunity to get out and about is fabulous. I would go out of my mind if I didn't have these trips – I mean that sincerely. Please continue with them – they are wonderful."***

***"My whole life revolves around company. It brightens my day knowing I can come (to Castle Community Centre). I like to do art, keep fit, coach trips, go to the tea rooms and generally be a part of the story of Castle"***





## Ambition 2: People in Later Life will be Independent, active and experience good physical and mental health

We value our independence and know that physical activity, thinking skills and mental well-being are the top contributors to leading a good later life. In Cheshire, about a third of people aged over 55 are physically active for less than 30 minutes a week.

In collaboration with others, we promote activities that are available locally, as well as seek out gaps in provision that we can then deliver, enabling us to offer a whole range of activities that are accessible, that promote independence, help people to get active and get people thinking.

Services we provide to keep people independent, active and experience good physical and mental health include: Active Health | Dementia Outdoor Activities | Falls Prevention Men in Sheds | Independent Living | Money Matters

**£130,000+**

obtained in savings, refunds and grants on behalf of clients

**95%**

reduction in falling after a visit from our Falls Prevention Team

**235**

active members of Men in Sheds.

### How we achieved this Ambition

- We introduced a podiatry clinic and monthly pop up concerts at Castle Community Centre in addition to weekly activities such as Art, French, Keep Fit and groups such as T'ai Chi, book club and dance groups.
- We launched our 5th shed for Men in Sheds, in Winsford, broadening our offering to include a photo studio, an art room and a full IT suite. We also opened Winsford shed up to Women (Women in Sheds) once a week.
- Our Falls Prevention team visited people at home and in residential care homes to discuss safety concerns as well as identifying potential hazards and advising on exercises and adaptations - where necessary.
- We visited people at home, in hospital and in care homes, working with them and local community groups and organisations to organise and deliver: Advocacy, Information and Advice, Physical and Mental Support.
- We developed a Dementia Information and Support Service as a joint initiative with the Alzheimers Society and South Cheshire and Vale Royal Clinical Commissioning Groups.
- We supported people to be independent by encouraging them to access state benefits and empowering them to take care of their own well-being.

## Case Study: How our Falls Prevention team Helped John...



### Assessment

John had fallen several times and was becoming more unsteady and not using his mobility aids. Our Falls Prevention Co-ordinator carried out a home assessment, which included making recommendations, undertaking a benefits check and referring John to our Later Life Goals service for financial advice and support.

### Our Recommendations

#### How we aimed to improve John's life.

- To aid John's mobility, we recommended that he use his stick/frame during the day as well as at night, keeping active to maintain strength/balance as well as doing daily exercises.
- We identified and advised the removal of trip hazards such as rugs and recommended the fitting of an additional banister rail, using a non-slip mat in the bath, installing a bed lever and leaving a nightlight on.

- To aid his well-being, we recommended that John wear a personal alarm at all times.

### Outcome

#### Three months later...

- Grab rails had been fitted.
- John was using his mobility aids.
- The Later Life Goals Co-ordinator had visited John and he had received funding for additional care.
- John was regularly attending a Dementia day service, which he enjoyed so much, he wanted to come back from holiday early to attend!



## Ambition 3: People in Later Life will be engaged in issues that affect them and their communities

Policies and practices have an impact on people in later life and we know how people can often feel powerless to change anything. We also know that a change in policy or legislation can have a hugely positive impact on far more people than we could ever hope to support on a one-to-one basis.

We listen to the challenges that older people across Cheshire face and actively advocate for them, always looking at ways that we can use our current knowledge and intelligence to influence positive change.

**10,389**

visits to Castle Community Centre

**986**

older people represented by our Advocacy Service to have their voices heard

**80%**

of “shedders” became actively involved within their communities as a result of joining the project

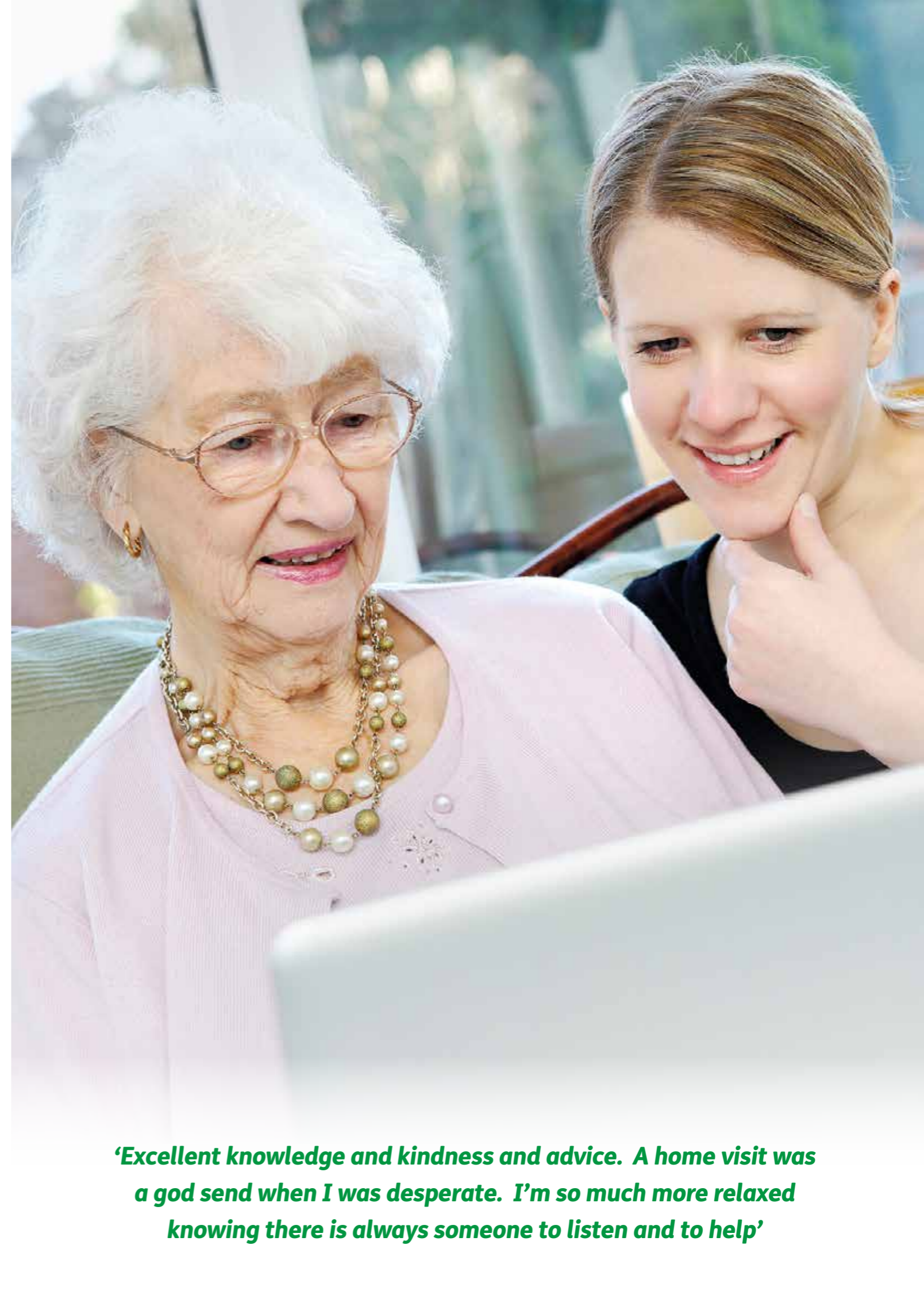
### How we achieved this Ambition

- We worked with National Age UK on their ‘Care in the Crisis’ campaign on improving social care. This saw us attending Parliament with a local resident to address MP’s.
- We collected signatures for the petition against the proposals to end free TV licenses for the over 75’s for the ‘Switched Off’ campaign.
- We supported the ‘Age Gap Tax’ campaign, which was fighting for fairness for older people in changes to the benefits system.

### Future Ambitions

- In continuation of our work on local influencing, we will be looking to launch Later Life Assemblies in 2019/20. The Assemblies pilot in Chester will run across the county and will encourage local people to be actively engaged in making positive change happen. Local people will come together to be a voice on local and national campaigns, consultations and decisions. It is hoped that once established, and funding has been secured, these will run monthly in various locations across Cheshire.

**“When I close my eyes and look back, I see another person; when I think about where I was before and open my eyes now, I still can’t believe what you’ve done for me. I’m now financially better off each month without the debt collection agency chasing me. The work that those two men (Money Matters Mentors) have done for me most certainly saved my life”**



**‘Excellent knowledge and kindness and advice. A home visit was a god send when I was desperate. I’m so much more relaxed knowing there is always someone to listen and to help’**



## Ambition 4: People in Later Life will be well-informed and have opportunities to learn and be creative

Having access to information and advice is key to being able to enjoy later life and is a core part of our service offering. We know how positive lifelong learning is, and we have already recognised the impact that thinking skills have on a person's well-being. We know that out of everything that contributes to positive feelings of well-being, creative participation comes out on top.

We have a very proud history of delivering information and giving people opportunities to learn and be creative and continue to expand our creative arts activities. We listen to what older people tell us they want and are quick to respond and deliver.

Services we provide to keep people well informed and have opportunities to learn and be creative include: Computer Centre | Well-being Services | Dementia Support Services | Later Life Planning | Supporting You | Advocacy | Life Long Learning | Information & Advice | Wear Purple Arts | Later Life Goals

**£1.3m+**

in benefits secured

**81**

Later Life Planning clients in the first 10 months

**4,400**

people supported by our Information & Advice team

### How we achieved this Ambition

- We launched our Later Life Planning Service, which is one of only 5 in the country, operated by a local Age UK. One of the core objectives of the service was to provide a more competitive offering for later life planning products such as Will Writing, Funeral Plans and Lasting Powers of Attorney.
- We set up a Rural Information and Advice service to target those who otherwise wouldn't be able to access the information.
- We ran several arts projects throughout the year catering for all abilities, including an intergenerational art project with school children and another with patients at Ellesmere Port Hospital, as detailed in the case study on the right.
- We arranged home visits to people who would otherwise be unable to access our services, assisting people with benefits queries as well as general information and support. Our Advocacy service received and triaged 1,847 referrals - supporting people to stand up, be counted and have their voices heard.



## Case Study: Wear Purple 100 years, Lest we Forget Intergenerational Project

**150 participants including school children, grandparents and Age UK Cheshire artists.**

To recognise 100 years since the end of World War 1, Wear Purple, our Arts programme, worked with Elton Primary School to produce an inter-generational piece of art to be used as a local commemoration. The event brought together children and grandparents from years 1-5 to create all the various components, whilst also learning about the important values of 'remembrance' through art, sharing memories and selected video footage.

The concept, 'A view from across the water' was developed by Wear Purple and the session ran across 6 weeks to produce the finished piece, which was exhibited on Armistice Day at the nearby National Waterways Museum in Ellesmere Port, as in the picture below.

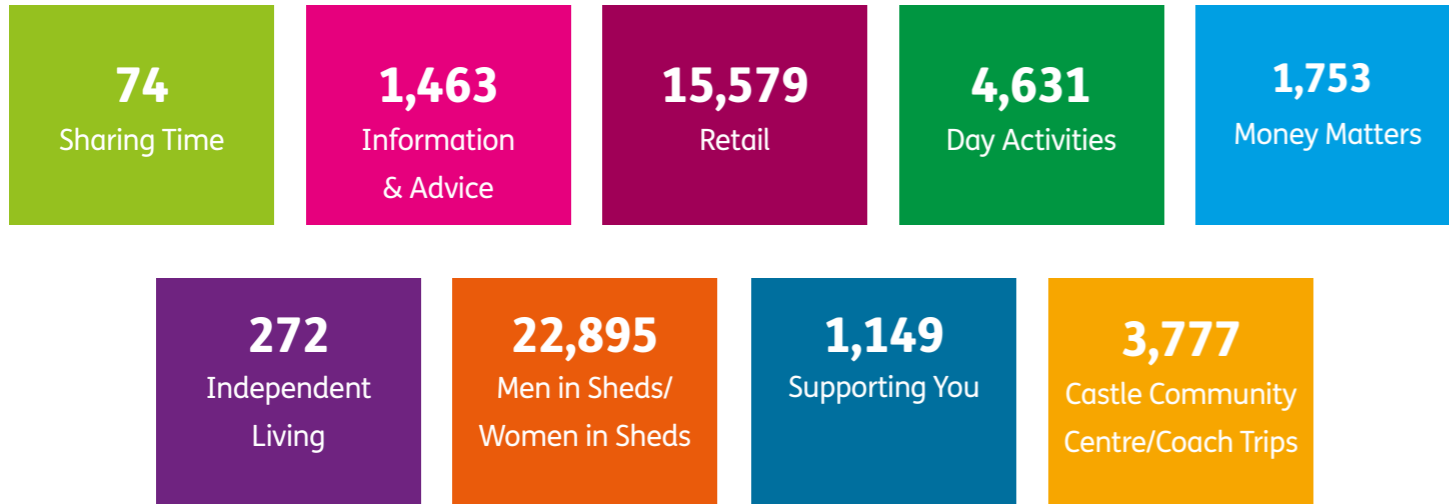




## Ambition 5: People in Later Life will have opportunities to give their time and skills to support loving later life

We are hugely grateful to the dedicated team of volunteers who are committed to supporting people in later life. We could not do our work without them, their contributions, views and experiences.

### The number of hours our volunteers donated across 2018/19



The estimated economic value of this, is in excess of £435,000



### Retail

Our retail team generated over £590,000, which goes back in to providing services across Cheshire.



If you would like to volunteer for Age UK Cheshire, please contact us on:

T: 01606 881660

E: [volunteering@ageukcheshire.org.uk](mailto:volunteering@ageukcheshire.org.uk)

*“I initially attended Men in Sheds because it was something to do after getting made redundant and having a heart attack. It’s like a job I enjoy. I love the camaraderie, the friendship, laughing and joking and helping people out. I also enjoy being able to teach and instruct people – I like to get stuck in. It’s something to aim for when I have been ill – to get back to the shed.”*







In April 2015 Age UK Cheshire embarked on an Aging Better Programme co-ordinated by national Age UK and funded by the National Lottery Community Fund to run for 5 years. Brightlife works with local agencies from across the voluntary, public and private sector to reduce loneliness and social isolation amongst the over 50s in Cheshire West and Chester, with the aim to establish innovative and engaging projects, activities and networks that bring people together.

Brightlife has engaged with  
**1,724** participants  
**736** anonymous participants  
 since **2015**

**247**  
 people have volunteered in  
 a wide range of roles across  
 the projects

**11** new services have been commissioned including:  
**Buddying and Befriending, Silver Screen, Share Club, CommUnity Kitchen, Agricultural Chaplaincy**

**4** pilot sites are testing approaches to tackling social isolation in  
**Chester (City), Winsford (Town), Malpas and Tarporley (Villages)**  
 providing one-to-one personalised intervention that links people into a wide range of community based services.

**“Sometimes the best medicine is a good laugh in friendly company”**

Growing Connections is a Brightlife-funded project for people aged 50+ designed to encourage and support participants to enjoy the outdoors, make new friends, keep active, learn new skills or just rediscover a love of gardening.

It’s hosted at Grozone’s Community Garden; a horticultural and wildlife project situated in the middle of Northwich, where Caroline Rose is the Development Officer.

“Growing Connections is about getting people of all ages together to do healthy activities that make them feel better,” she says. “We’re quite flexible in the activities we do, it can be anything from crafts to growing food to cooking. It does everyone so much good in a myriad of ways - the older ones share their knowledge and skills with the younger ones. It’s very enriching.”

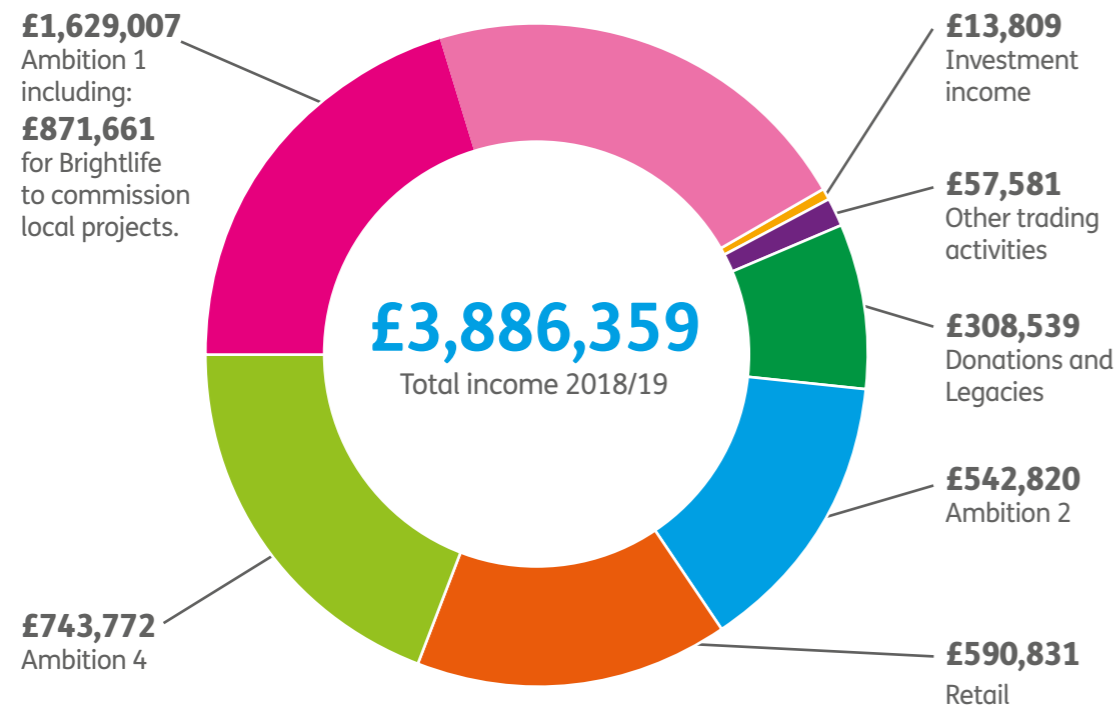
One thing we’ve noticed is that people living on their own don’t really tend to bulk-buy fresh food from the supermarket but because we grow our own fruit and vegetables here, they can just take a little of what they need - whether that’s a handful of lettuce or just one carrot- they don’t have to waste produce. For those that can’t cook, we make healthy meals here so everyone can eat well.”

**“I do a bit of everything there, from weeding to picking fruit to helping people with learning difficulties saw with wood. I needed to tire myself out so I can get a good night’s sleep but it’s also widened my friendship group. While I’m helping them, I’m not missing my wife. They look at me like a father figure and it makes me feel useful... I get as much out of them as they get out of me.”**

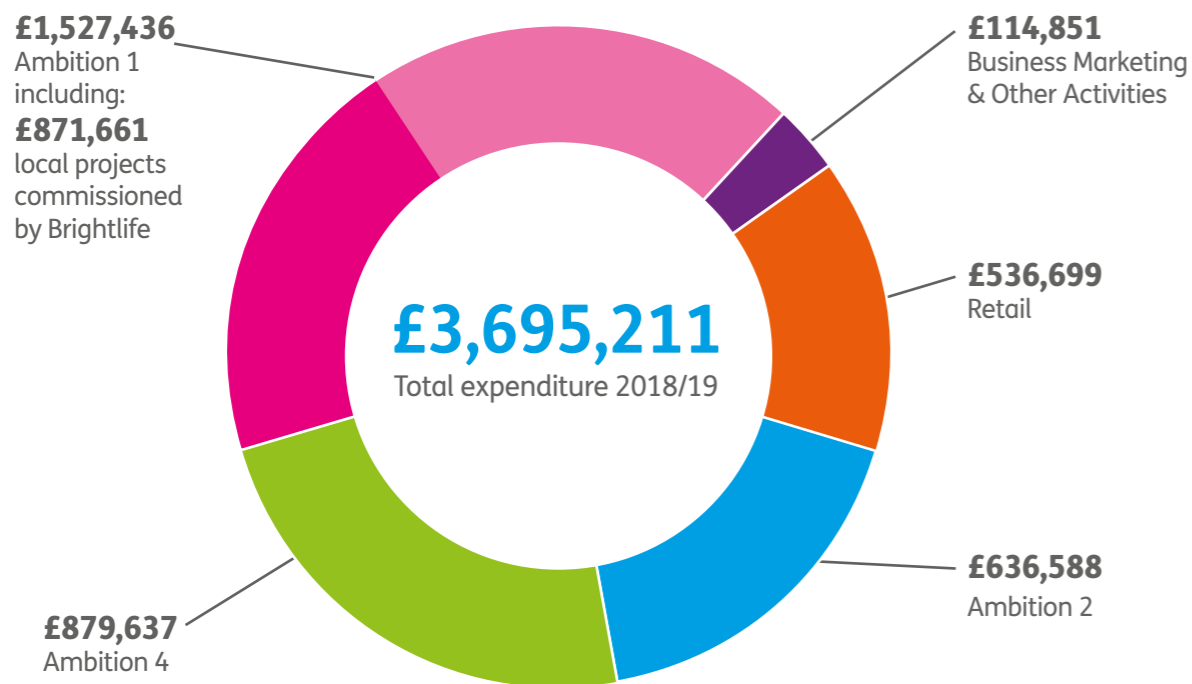




## How We Raised Our Money

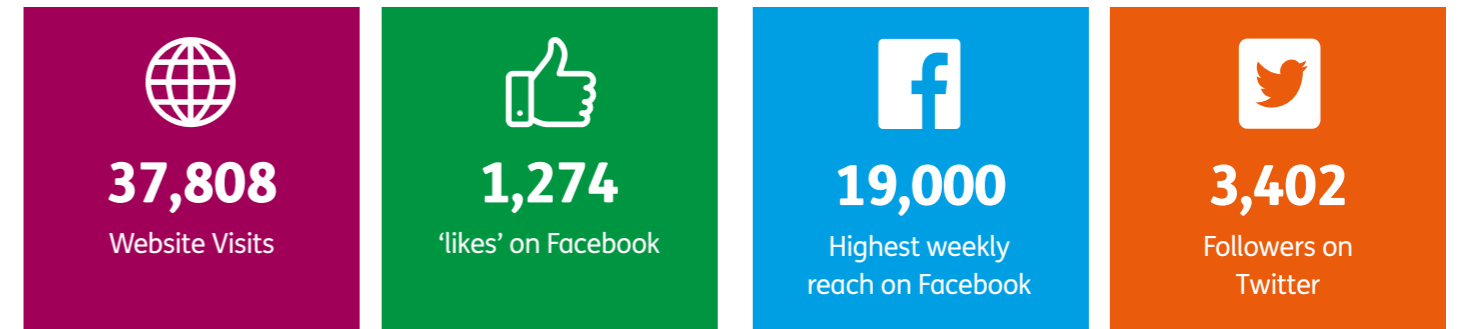


## How We Spent It



## Social Media & Communication

We continue to connect with more and more people to show what we do and the impact we are making.



## Quality Standards

We are proud to have achieved these standards for local Age UK's in England.



## How you can help and support us

**Donate** – The support Age UK Cheshire gets from individuals, grant giving bodies and businesses is fundamental to our vital work.

**Volunteer** – Our volunteers are the backbone of our work. If you have time to spare or a skill to share, please get in touch.

**Fundraise** – Run a marathon, a bag pack or hold an event. However you would like to help, we can give you the tools and the support to help your fundraising have the most impact.

**Campaign** – Each year thousands of people campaign with Age UK to help improve the care, support and services people in later life receive. At Age UK Cheshire our Cheshire Chorus associate membership group gives you the opportunity to take the first steps to help with this.

### How to get in touch with us

To find out more about how you can get involved with Age UK Cheshire;

Visit our Website [www.ageukcheshire.org.uk](http://www.ageukcheshire.org.uk) or call **01606 881660**.



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