

Annual Report 2014-2015

How we helped older people throughout East Sussex love later life



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Introduction

The charity's focus

The main objectives for the year were:

- promotion of independence, choice and control for people in later life
- challenging of age discrimination, poverty and social isolation
- promotion of healthier life styles

The strategies we used to meet these objectives included:

- providing a range of services which are accessible, person-centred and reflect relevant quality standards
- exerting influence through partnership; working and lobbying on issues that affect the quality of later life
- representing people in later life at a variety of health, social care and economic committees, networks and forums
- developing effective partnerships with older people and organisations interested in improving their quality of life

Strategic plan

2014/15 saw the charity delivering the first year of its three-year strategic plan. It continued its active engagement with new and emerging health and social care policy, infrastructure and funding environments. While fully focused on ensuring excellent delivery and innovation within existing services, the charity continued to respond to need and new opportunities.

There was activity in relation to local grant funding commissioning processes and preparation

for the delivery of newly commissioned services from October 2014.

There was further expansion and development of our social enterprise and fundraising activity in order to diversify and grow income.

The charity sustained its focus on developing its brand partnership with Age UK. It also continued its proactive engagement with the Age England Association (the network of registered local older people's charities with a relationship with Age UK.)

Finally, consultation processes for the renewal of the Brand Partnership Agreement between local Age UKs and the national charity have taken place over the year, and the charity has been active in its engagement with these.

Services

The main areas of charitable services delivered were:

- information and advice
- preventative health projects and services
- post-hospital discharge support
- day opportunities

55% more older people were directly supported by our services compared to 2013/2014

14,411 older people directly supported by these services

38,044 episodes of care

Information and Advice

This service aims to empower people in later life to:

- have enough money to meet basic needs
- retain independence and control
- maintain or improve their health and mobility
- access other services

At a time when clients can be anxious and confused about their situation, the team ensure people are given the time and support they need to make informed choices. Support is also provided for carers and professionals working with older people throughout East Sussex.

Free of charge, this work is funded through the charity's fundraising activities. Three staff members and twelve volunteers provide the service through a mix of telephone advice, face-to-face meetings or emails.

The service operates from offices in Lewes and Hastings and there is also a programme of outreach surgeries which take place at venues throughout the county.

During 2014/15 the charity carried out a review of the Information and Advice service in order to further enhance the accessibility, consistency and value for money offered. In June 2014 trustees agreed a development plan involving the restructuring of management and staffing arrangements and a re-modelling of the way the service is delivered across the county. Implementation of this took place during the remainder of the year with staff and volunteers ensuring a county wide service was provided

during this period of significant change.

Support provided by the service addressed a wide and complex range of health and social care, housing, welfare benefits and financial issues. The service also enabled access to additional support services and products. Staff and volunteers receive many compliments and thanks for their excellent and sympathetic support.



2,853
clients used the service

8,213
episodes of care

£151,000
of benefits claimed for clients

100%
client satisfaction

"I have been so stressed; you have no idea how much of a difference you have made to my life."

Healthier Lifestyles

The period between April and September 2014 saw the charity deliver the final months of its Healthier Lifestyles project. Changing funder priorities meant this was not able to gain continuation funding (and the charity instead secured funding for its Healthy Living Clubs).

The Healthier Lifestyles project used a Cycle of Behaviour Change model to support people aged 55+ experiencing health inequalities to lead healthier lifestyles. This targeted people living in socio-economically deprived wards and in areas of health inequality.

It was delivered through fun taster sessions held in accessible local community venues. Six sessions took place and these included Tai Chi, Extend exercises, Zumba and New Age Kurling. These were provided directly by a part-time project coordinator and through the creation of local partnerships with other agencies and practitioners.

There was also close working with the charity's own services including footcare, community clubs and healthy living clubs.

105

people participated

60%

continued in doing something to lead a healthier lifestyle since attending these sessions

Healthwatch

During 2014/15 the charity worked in partnership with healthwatch East Sussex in order to engage with the community and encourage local people to share their opinions on the health and social care services in East Sussex. This was also aimed at promoting awareness of healthwatch East Sussex as an agency.

Two part-time coordinators were engaged to deliver this, and a range of methods were used such as presentations and talks to community groups, attending events and information stands in community spaces and shopping centres.



Through our successful engagement with the local community we highlighted issues including:

- difficulties registering with GP practices and in getting GP appointments
- issues relating to limited support for people

110

events attended

1,600

local residents directly contacted

Healthy Living Clubs

Healthy Living Clubs are designed to help older people become more socially integrated, fitter and more aware of healthier choices.

We deliver two Healthy Living Clubs; one based in Sidley and one in central St Leonard's. Clubs meet fortnightly and are a great opportunity for participants to get out of the house, meet people in similar situations and try out new activities in a relaxed atmosphere.

Clients enjoy a game of New Age Kurling (done on carpet), Boccia, walking, sharing a cup of tea and a chat and trying their hand at smoothie making. Other interesting activities include archery, chair-based exercise and dance, table tennis and trips to supermarkets to better understand food labelling.

Developments this year

When piloting Healthy Living Clubs in 2013/14 we found that men were underrepresented and as a way to engage more men we set up a Walking Football Club in Bexhill.



The Sussex County Football Association has been very supportive and the games are enjoyed by both men and women.



145
clients engaged

9
Volunteers engaged

100%
client satisfaction

“Well I had a lot of health problems in the past and I believe in self-help. So this is for me to get some knowledge and I did, I have. It's great.”

Footcare

We provide this service through a team of trained Footcare workers and Podiatrists at 13 venues throughout the county.

We also provide a home visiting service for clients who cannot leave the house; this service is registered with the Care Quality Commission. This service can be of great importance to people who can no longer cut their toe nails, either because of mobility or eye sight issues.

What things of note happened in the year?

We have been working closely with sheltered housing schemes where we held Footcare information days. These had been very well received and we aim to continue delivering during 2015-16.

We are very pleased to have introduced a new venue for our clinics, operating from Herstmonceux Integrative Health Centre.

We also delivered specialised training to other Age UK organisations.

Over the year we increased the size of our staff team, the number of venues we operate from and the number of clients.



1,329
venue appointments

1,062
home visits

100%
client satisfaction

“I can trust the lady who sees me to explain what the doctor meant as I didn’t feel that I fully understood.”

Take Home and Settle

During 362 days per year our staff collect patients from hospital by car, ensure they are 'settled in' at home (snack preparing, light housework, risk assessment, setting up and explaining medical equipment), refer or signpost to other services and support them to maintain their independence, mental well being and rebuilding of confidence.

Developments over the year

The service is well established and highly regarded within the Eastbourne General and District Hospital, Conquest in Hastings Hospital and Pembury Hospital.

The West Kent Clinical Commissioning Group commissioned our services for the Pembury Hospital and in addition for Maidstone Hospital. The service for Maidstone was delivered in partnership with Age UK Maidstone.

In order to improve our service to clients we introduced a follow-up telephone call seven days after the discharge date at a time when the client was more relaxed and settled.

During this call clients could ask any further questions and be reminded of the referral options given at the time.



702
clients were supported

100%
clients satisfaction



"The Take Home and Settle worker who drove us home has incredible knowledge which helped us with our problems. She is blessed too with tact, a cheerful disposition and a genuine regard for those experiencing health problems."

Home from Hospital

This service supports older people following a stay in hospital, helping them to stay independent in their homes and to reduce re-admission to hospital.

Following a person-centred support plan which our staff jointly draw up with the client there is a six week support programme.

Our team of dedicated and well trained volunteers visit the client once a week for six weeks and offer support with practical tasks, accompany them to medical appointments and signpost and refer to other services.

In November 2014 we were successful in receiving a grant from Macmillan Cancer care for the provision of a Home from Hospital service for older people living with cancer. The period until April 2015 was used for mobilisation. We recruited and trained volunteers and established partnership arrangements with Age Concern Eastbourne who deliver the service in the Eastbourne area. We built links with Macmillan, marketing and promoting the service, in readiness for delivery in 2015-16.



511
clients supported

58
volunteers engaged

2,004
home visits

3,119
episodes of telephone support

100%
client satisfaction

"My volunteer was a tower of strength on how to get back to full activity. Many thanks."

"The visits I received were very welcome, and made me feel as though I was a real person."

"I found my volunteer very kind and considerate. We were very fortunate to have people like her around when we needed help. I felt totally dumped by the system."

Community Clubs

In 2014/15 Age UK East Sussex offered a day care service at five venues across the county. We provide a person-centred approach to meeting the needs of people in later life who require a little help or support to enjoy their day. Approximately 60% of our clients live with dementia. The aim of the clubs is to:

- improve the quality of life for people by reducing social isolation, promoting independence to enable lifestyle choices and optimize physical and mental health
- provide respite for carers
- offer care and support and signpost to a range of supporting services for clients or their carers

At each centre, staff and volunteers work creatively to offer a wide range of activities and programmes which are flexible and changed on a regular basis. They include quizzes, news and chat, board games, chair based exercises, skittles, darts, Boccia, New Age Kurling, arts and crafts, poetry and story telling, reminiscence, music, singing, entertainers, speakers and outings.

Support is given to carers who are immensely grateful for the difference that the service makes to their quality of life as well as that of their loved ones.

Staff work in partnership with other agencies, including adult social care, primary care services and dementia support agencies to ensure that the needs of their clients are met as far as possible.

At one centre, a joint venture was organised and delivered with mental health services to raise awareness of support available for those

experiencing low mood and depression.

At another centre a joint open day was organised with the local area Age Concern to raise awareness of services and the opportunities for volunteering.

Staff and volunteers update their skills through regular training and development. The emphasis during this year has been on supporting people with dementia. Satisfaction levels for the service remain extremely high and staff receive many compliments and expressions of thanks from clients and carers. We know that the service makes a huge difference to peoples' lives.



181
clients used the service

8,629
episodes of care

100%
client satisfaction

"I really enjoy coming. I don't miss a day."

123 Service

Through a three year contract with East Sussex County Council we have launched the new 1-2-3-Service which aims to reduce social isolation and loneliness by establishing ongoing access to local opportunities.

The name of the service reflects the three key stages a client will progress through:

Stage 1: a client-centred agreement identifies goals the client would like to achieve with our help. Our team of trained and dedicated volunteers offer companionship and explore and identify with the client opportunities to become reconnected with their community.

Stage 2: the service provides assistance with transport and escorts client to the opportunities they are interested in.

Stage 3: the service supports and encourages clients to continue accessing opportunities and to maintain their own friendships and networks without the project's involvement.

Following a start-up process which included establishing procedures and recruiting and training volunteers in late 2014, the first clients began to benefit from January 2015.

Dementia friendly

Age UK East Sussex is committed to ensuring our services are dementia friendly. Most of our service staff and volunteers have been trained in this important aspect as a high percentage of our beneficiaries are affected by the condition directly or indirectly by being carers for someone with

dementia. Our service managers have been members on the advisory boards of local Dementia Action Alliances at Bexhill and Hastings.



17
clients used the service

112
support sessions

Volunteers

The overwhelming majority of the charity’s volunteers are themselves retired. This in itself brings unique public benefit in terms of services for older people, the health and well-being of volunteers, community cohesion and the development of social capital.

Volunteers make an extraordinary contribution to the charity and its work, offering great enthusiasm and commitment and a huge range of experience, knowledge and talents.

The charity is committed to ensuring volunteers have rewarding and enjoyable experiences, and that its volunteering support structures are effective.

In July 2012 the charity achieved the Investing in Volunteers award having demonstrated that it met very clear standards for good practice.

The accreditation also recognises the value and importance the charity places on including volunteers. By having the right approaches and systems in place we ensure that our volunteers feel welcome, included and involved.



194

volunteers supported the charity’s services and activities for older people in East Sussex

51,540

hours given “in kind”

£403,882

the value of the volunteer time based on a Living Wage rate at 7.85 per hour

Income generation

Retail

Our shops in Battle, Bexhill, Brighton Kemptown and Lewes continued a strong performance delivering an average of 10% increase on last year.

The first joint venture we opened in partnership with Age UK Brighton and Hove, in Kemptown in August 2013, proved a huge success. We were in discussions with Age UK Brighton and Hove this year about a second joint venture in Brighton in 2015.

Social Enterprise

This year saw the expansion of our Furniture Warehouse portfolio with the opening of a second outlet in Newhaven and a Homestore in Eastbourne.

At Avis Way in Newhaven the Furniture Warehouse covers 400 square metres and offers good quality second hand sofas, armchairs, tables, chairs and office furniture and on the second floor beds and bedroom furniture.

In June 2014 the Homestore opened it's doors giving a new lease of life to two empty units at The Langney Shopping Centre in Eastbourne.

Covering 200 square metres over two floors the store offers quality second hand sofas, armchairs, beds, furniture, white goods, electricals and household items.

The Homestore has been a resounding success both in terms of sales and how it has been received by the local community.



House clearance and decluttering service

The house clearance and decluttering service supports local people by creating space, disposing of unwanted items and assisting with down-sizing. Goods can be collected free of charge, recycled and sold through the charity's retail outlets, on-line or through local auctions.

6,472

home collections were undertaken

99.8%

clients satisfied and highlighted the service's role in enabling them to maintain or improve their independence and control

Fundraising

Events

Our event fundraising rolled out during the summer season with great success including the Heathfield Show and Crowborough Fun Day. The four days at Airbourne broke all records raising over £5,000.

We developed our relationship with Bexhill Marks and Spencer. The team had success selling Christmas cards, running a tombola and a general collection at the prime location in the foyer.

Trusts and Grants

Fundraising through trusts and grants was focussed on raising funds for a minibus to transport older people to our services. A huge boost came in September with a successful application to The Big Lottery Fund Awards for All resulting in a grant of £10,000. The total raised by the end of the year was £15,000.

Due to this success we are on target to raise the final funds needed to purchase the minibus during quarter 3 of 2015.

A grant of £5,000 was awarded from a successful application to the Sussex PPC Safer in Sussex initiative.

Spread the Warmth

Peacehaven Town Council took part in Donate a Coat at the Meridian Centre. All coats donated were used to raise funds through our shops.

Local older people also donated their Winter Fuel Allowance to support this campaign.



Green Token Scheme

We were delighted to receive a cheque of £200 from Asda in Eastbourne after collecting the most green tokens at the store during November and December.

A further £560 came for the second year running from Waitrose in Lewes and their campaign to combat isolation during the festive period.

Marketing

We secured significant amounts of press coverage this year including:

- Avis Way Furniture Warehouse grand opening
- General Newhaven warehouses
- Sidley Healthy Living Club
- Central St Leonards Healthy Living Club
- Footcare

Financial review

During 2014/2015 incoming resources increased by almost 8%. There was a decrease in voluntary income of £298,018. This was the result of a large legacy for circa £300k that was received in 2013/2014.

Charitable expenditure increased by 17.7% (£259,429).

Overall there was a surplus of £54,917 compared to a surplus of £185,347 in the previous year.

The summary financial information shows the income raised for our activities, the cost of raising the income and the amounts spent on our charitable activities.

The information is taken from the full financial statements which have received an “unqualified” auditors’ report and were approved by the trustees on 16 September 2015.

In order to gain a full understanding of the financial affairs of the charity, the full audited financial statements, trustees’ annual report and auditors’ report should be consulted. Copies can be obtained from the charitable company.

Income and expenditure

Expenditure

Costs of generating funds	£868,334
Fundraising expenses and other costs	£35,766
Charitable activities	£794,555
Governance costs	£27,927
Total	£1,726,582

Income

Voluntary income	£55,369
Activities for generating funds	£910,280
Investment income	£21,557
Incoming resources from charitable activities	£730,227
Other incoming resources	£64,066
Total	£1,781,499

Gratefully received

Funders

Age UK
East Sussex County Council
NHS West Kent
Catherine Cookson Charitable Trust
The Albert Hunt Trust
Big Lottery Fund
Just Retirement
Sussex Police and Crime Commissioner
Mrs M Blake-Dyke
Waitrose Lewes
Asda Eastbourne
Mr Simon Palmer
Santander Bexhill

Legacy

Mrs VM Poulton
Ms M Seabrook
Ms E Stevens
Andrew Dick Trust

Accessing our services

Information and Advice

The service can be accessed either face-to-face or by telephone from our office in Hastings—01424 426162 (10am-1pm) and by telephone from our office in Lewes—01273 476704 (9am-5pm.) To find out about face-to-face outreach surgeries please call 01273 476704 (9am-5pm.)

Healthy Living Clubs

For details of activities, please telephone 01273 476704 to speak to the Healthy Living Clubs Co-ordinator.

Footcare

Older people can refer themselves directly to the service or be referred by a third party such as their GP, Health Visitor, District Nurse, or a friend or relative. For more information call 01273 476704.

Take Home and Settle

Referrals come from the hospital intervention team at the Conquest Hospital, Hastings and Eastbourne District General Hospital. Referrals from wards and self-referrals may also be accepted with prior agreement from the hospital intervention team.

Home from Hospital

People can self-refer or alternatively a ward nurse, social worker, GP, friend or relative can make a referral on someone's behalf. To make a referral call 01424 440333 in Hastings and Rother and 01273 476704 in Lewes and Wealden.

Day Opportunities and Community Clubs

Our day services are located across East Sussex. A full list of locations, days and times can be found on our website or call 01273 476704.

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To enquire about our service that supports older people who are socially isolated telephone 01424 440333 for Hastings and Rother and 01273 476704 for Lewes, Wealden and Eastbourne.

Macmillan Home Support

For information about our service that supports older people living with cancer call 01273 476704.

Trading Products and Services

Our trading team can be accessed by Freephone 0800 012 6356 or face-to-face from our office at WRVS, Russell Centre, 24 Hyde Road, Eastbourne, BN21 4SX.

House clearance and decluttering service

From either our Newhaven or Brighton depot on 01237 646800 or Eastbourne on 01323 403111. Our vans collect throughout the county.



For more information visit the Age UK East Sussex website at www.ageuk.org.uk/eastsussex or call 01273 476704.

Could you support our work?

You can make a difference to the lives of older people in East Sussex by supporting our work in the following ways:

Making a donation:

Donate by cheque – please make cheques payable to ‘Age UK East Sussex’ and return to: 54 Cliffe House Street, Lewes, BN7 2AN.

Donate online – visit our website www.ageuk.org.uk/eastsussex to make make a one-off or regular donation.

Leave a gift in your Will – legacies are really important to us. For more information about remembering Age UK East Sussex in your Will, please telephone our fundraising team on 01273 646808 or visit our website at www.ageuk.org.uk/eastsussex

Age UK East Sussex
54 Cliffe High Street
Lewes
East Sussex
BN7 2AN
t 01273 476704
www.ageuk.org.uk/eastsussex.



Age UK East Sussex is a registered charity (1139470) and company limited by guarantee. Registered in England and Wales number 7216053

Our shops – we have shops in Battle, Bexhill, Brighton and Lewes, open seven days a week, selling a wide range of donated goods including clothes and collectables. They always require good quality stock. Drop off in store or call us on 01273 476704 to arrange a collection.

Newhaven Furniture Warehouse – open seven days a week selling secondhand and nearly new furniture, electrical and household items. If you have good quality furniture items to donate please call us to arrange a free collection on 01273 646800.

Langney Shopping Centre Homestore – open seven days a week selling secondhand and nearly new furniture, electrical and household items. If you have good quality furniture items to donate please call us to arrange a free collection on 01323 403111.

Lewes Road Discount Homestore Brighton – open seven days a week selling secondhand and nearly new furniture, electrical and household items. If you have good quality furniture items to donate please call us to arrange a free collection on 01273 646800.

Volunteer – we rely on a wonderful team of volunteers to carry out our work including delivering services to older people, admin support, delivering information and advice, working at our retail outlets and taking part in fundraising events. To find out more about current volunteering opportunities, please contact our volunteer co-ordinator on 01273 476704 or visit our website www.ageuk.org.uk/eastsussex