

The Charity

Financial
Review

Services
Achievements

The Future



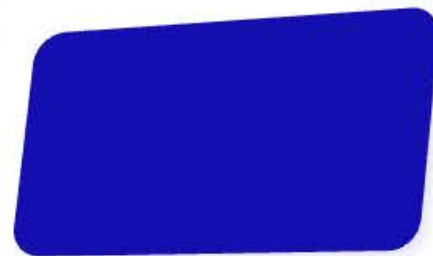
Age UK East Sussex Annual Report 2019/20

Please use the below arrows to navigate

Our Purpose

To promote the relief of older people in any manner which is deemed to be charitable in and around the county of East Sussex.

Our Vision is that East Sussex is a great place to grow older



Our Mission is to enhance the quality of later life for people in East Sussex by:

Working with people in later life to identify and respond effectively to their expressed needs and aspirations

Representing people in later life

Promoting a positive image of later life

Being a sustainable charity and social enterprise

Collaborating with others

Our Focus

The promotion of independence, choice, and control for people in later life; the challenging of age discrimination, poverty, and social isolation; and the encouragement of healthier lifestyles.

Our strategy included:

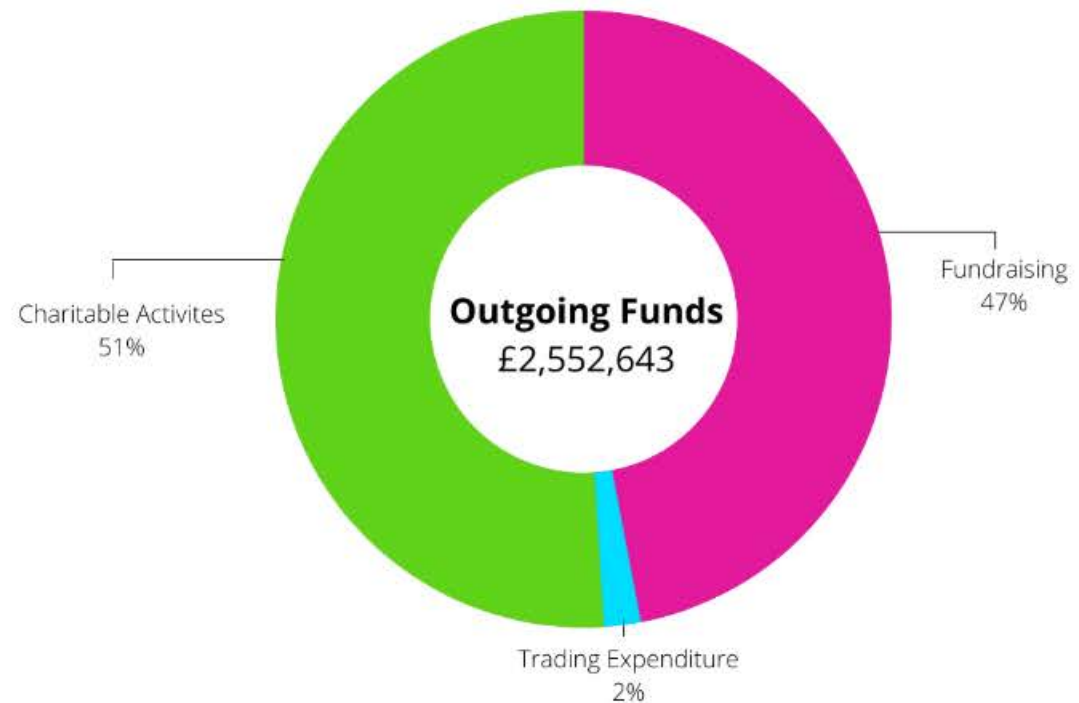
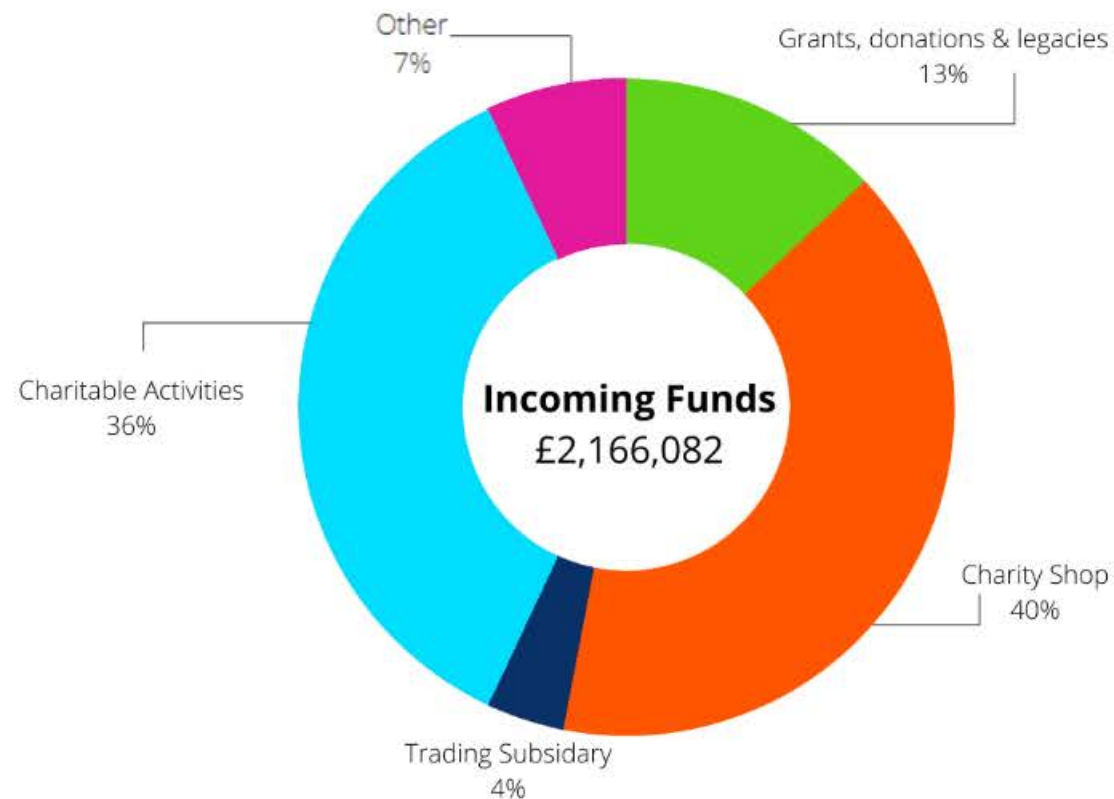
Providing a range of services which are accessible, person-centred and reflect relevant quality standards.

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.

Financial Review



Services & Activities

2019/20 was a record year

17,940 individuals were supported by the Charity's services

that's **16%** more than 2018/19

and **10%** more than the previous highest total in 2017/18

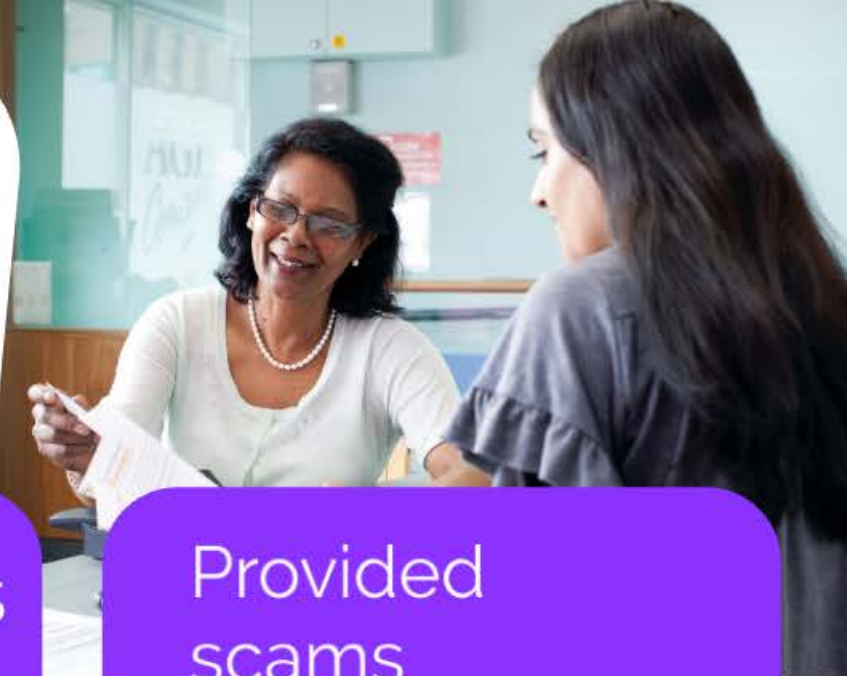
203 volunteers also supported the Charity's services in East Sussex by providing an estimated **59,445 hours** of 'service in kind'

Information & Advice

Supported
5894 clients, a
19% increase
on the
previous year

Helped clients
to claim
£1,102,880 of
unclaimed
benefits

Provided
scams
awareness
training to 702
older people
and 120
professionals



"With the scam and lock-down I would not have coped if Age UK had not been there"

"I wanted to let you know that your help is invaluable to families like ours"

What people tell us...

"Your help with completion of the Attendance Allowance was priceless"

"A big thank you for your help with the Grants for my mum and for all the help in between"

Healthy Living Clubs

Providing a setting for people aged 50+ to make friendships and be more physically active, Healthy Living Clubs also enable access to services, information & advice and guidance on health



6236 sessions
took place in
2019/20

96% of clients
reported
maintained or
improved
social
relationships

Staying fit
in old age is
vital



"Without the Healthy Living Club I would be sitting at home on my own feeling lonely but instead I'm here having a fun time "

"Regular structured support and motivation. The club provides what we need to protect us from lapsing into bad habits"

What people tell us....

"The Healthy Living Clubs are really good fun and informative. Everybody is very friendly"

"I have lost weight as I think more about exercise now and what I am eating"

"I feel more relaxed and part of the community"

"I now feel I can look forward to the future"

Foot Care Service

The Foot Care Service aims to maintain and improve mobility. It delivers essential foot care ranging from basic toenail cutting to more complex needs

**310 clients were supported,
with a reported satisfaction
of 96%**



2019/20 also saw:

2628 episodes of home help provided (including shopping, cleaning & companionship)



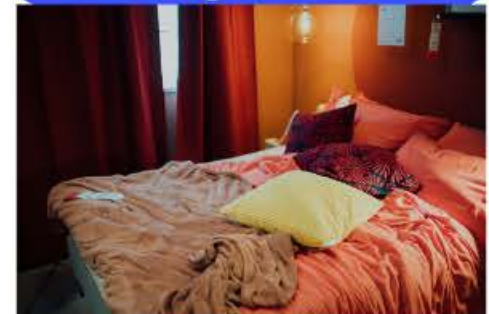
220 episodes of gardening support, with a **100% satisfaction** from clients reported



8802 clients' home collections were undertaken as part of the home decluttering & clearance service



100% of clients reported improved independence and control after using the deep clean & bed moving service



Returning Home from Hospital

AUK East Sussex's **Take Home & Settle** service enables older people entering hospital via A&E to be discharged to their homes. This can involve driving clients home, ensuring appropriate care plans are in place and checking that their home is safe.

1730 clients were supported in 2019/20 and the service was established as an integral part of NHS Kent's Home First Programme.

The **Home from Hospital** service enables older people to have a timely return from hospital and prevents readmission. Clients are supported to access local health and community services, and maintain their independence with the provision of personalised, homebased support.

281 clients were supported in 2019/20

Community Navigator Service

The Community Navigator Service supports clients to navigate their way around local health, social care and voluntary sector services.

The service aims to increase the wellbeing and confidence of patients aged 50+ who may have complex physical needs or are isolated.

293 clients were supported in 2019/20 with 4257 episodes of care undertaken



Age UK East Sussex & Macmillan Cancer Support Service

Established in 2015 to support older people with cancer, this service provides tailored practical and emotional support.

122 clients were supported in 2019/20 and 100% reported maintained or improved health as a result.



The Future

The final weeks of 2019/20 coincided with the outbreak of the Coronavirus crisis and saw the charity, along with the rest of the world, responding to this and facing 'lockdown' from 23rd March 2020. The immediate impact included cessation of all client-facing services and activities and the sudden closure of all our retail, trading and social enterprise operations. This had the effect of immediately cutting off most of the charity's income.

A further impact of the Coronavirus crisis was an immediate and unprecedented demand for help and support for isolated and vulnerable older people. The charity created a Community Emergency Response Team as a key immediate service alongside its information and advice support to older people. It is highly likely that need for this service will continue for the majority of 2020/21

"There is a significant risk to the charity's financial sustainability. Much will depend on the charity's ability to mitigate and manage the risks it faces, and the degree to which external support for the charity and the wider voluntary and community sector is meaningful. The charity has taken numerous and significant steps to address its immediate challenges and to move towards financial recovery. This will continue as its primary focus not through a spurious notion of self-preservation, but instead in recognition of the significant need of many thousands of older people across the county for the charity's support."



Steve Hare, CEO