

## Annual Report 2013-2014

How we helped people love later life  
across East Sussex



# Introduction

## Our work in 2013/14

Our year was characterized by continuing to respond to, and wherever possible influencing the changes in the financial and health/social care policy landscape.

Against a background of on-going and severe reductions in local authority spending, we represented and campaigned with, and on behalf of, older people in relation to cuts to local Social Care budgets. We were very active regarding the County Council's review of its own Day Services Older People. Additionally we sought to raise (successfully) the issue of social isolation in the county. Furthermore with partners we attempted to mitigate the impact of (the typically 30%) cuts to individual older people's social care packages. We also continued our engagement with the new health and social care bodies to ensure local needs are understood and planned for.

During the year we were preparing ourselves for the commencement of local grant funding and commissioning processes by, for example, consulting older people and carers regarding our existing and proposed services. Alongside this, we continued to develop social enterprise and fundraising activity, in order that we could increase our financial sustainability. We expanded our de-cluttering and house clearance service, helping older people and others to down-size and/or free up space in their homes whilst donating items to our charity. 2013/14 also saw Age UK East Sussex open a new charity shop in Brighton (in partnership with Age UK Brighton & Hove) and we continued to undertake development work to further expand our local furniture/retail outlets.

2013/14 was the final year of the charity's current business plan and so we spent time developing our plans to improve later life between 2014 and 2017.

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‘Armchair exercises were very useful. I’ve been going to EXTEND classes at Rye Community Centre, and they’re first rate.’

## 1 Delivering our objectives

### Working in partnership

Our healthier lifestyles projects supported those experiencing health inequalities and those living in some of the most deprived wards across the County to lead healthier lifestyles using a ‘cycle of behaviour change’ approach. Working with a wide range of partners we delivered a series of fun taster sessions and on-going activities including health walks, Zumba, Tai Chi, New Age Kurling and singing with a community choir.

17 sessions were held throughout the year and in total 197 people took part. Overall satisfaction was an astonishing 100%. 60% of those surveyed in follow up research told us that they had continued to do something different in order to lead a healthier lifestyle since they participated in this project.

We partnered with a commercial partner, Digital Outreach, to deliver targeted support to older people affected by the impact of 4G telephone networks on their TV signal. The concern was that the introduction of this 4G service using a new band width would have a detrimental effect on the strength of the local TV signal. Our team delivered 2,431 individual one-to-one advice sessions and 111 group presentations to around 1,665 additional people, enabling them to continue to enjoy TV without interruption.

‘...a huge thank you for all the hard work that the Age UK East Sussex team put into raising awareness and understanding of the measures put in place to mitigate the impact of the 4G rollout on Freeview services.’



## Objective 1: Effective response

### Take Home and Settle

Following admission to A and E at either the Conquest Hospital in Hastings or the Eastbourne District General Hospital this service supports older people to enable a timely return from hospital and to prevent admission or readmission.

This service helps local older people following admission to:

- maintain their independence, promotion of physical health and mental wellbeing and rebuilding of confidence
- feel that they have more choice and control
- feel integrated and more connected with the wider community
- feel less socially isolated

### Highlights of the year

At the very start of this year following requests for other information to be included in reports to our commissioners, the Take Home and Settle team overhauled the client record paperwork. The new paperwork captures better information on client quality of life together with where and how changes/improvements could be made that would improve quality of life.

We also made changes to the way our team works across the two hospitals. This enhanced our practice and brought some financial efficiencies.

### Outcome

Throughout the year a total of 604 clients received 616 episodes of care/client visits (this includes follow up visits).

100% of clients surveyed were satisfied with the service.

As a result of this service 92% reported that it helped them to maintain their independence and have more choice and control, 62% said they felt more connected, 48% felt less socially isolated and 97% were informed of advocacy and information and advice service.

*'The Take Home and Settle worker was patient and reassuring and gave me advice on my community.'*



*'Thank you so much. To know that someone was prepared to give up their time to help someone like me made all the difference and helped me to regain my confidence after my fall.'*

### Home from Hospital

Following a hospital stay this service supports older people to enable a timely return from hospital, prevent admission or readmission and help them remain independent in their own homes. We do this by providing up to six weeks of volunteer support to help older people recovering from an operation to remain independent

This service helps local older people following admission to:

- maintain their independence, promotion of physical health and mental wellbeing and rebuilding of confidence
- feel that they have more choice and control
- feel integrated and more connected with the wider community
- feel less socially isolated
- feel aware of where to access local services for advice and information, social and physical activities and other support services

### Highlight of the year

We ran a number of volunteer training days which included sessions on first aid, mental health awareness and dealing with dementia.

### Outcomes

Over the year 490 clients received 2,139 home visits and 3,108 episodes of telephone support.

100% of clients were satisfied with the service.

As a result of the service 87% of clients said it helped them retain independence and felt they had more choice and control. 57% felt more integrated, 45% felt less socially isolated and 95% were informed of how to access local services for advice and information, social and physical activities and other support services.

This service also engaged 38 volunteers in Hastings.

*'I was very impressed with the service and it was most definitely beneficial. I have recommended it to a few friends who are going into hospital.'*

## Objective 2: Reducing isolation and loneliness

### Day centres, Community Clubs and the Isabel Blackman Centre

The service provides care, support and companionship for people in later life who need extra help to enjoy their day. It offers a diverse range of meaningful activities and services as well as practical support to clients and their families and carers. Working with other providers to ensure the needs of clients are fully met and offer much needed respite care.

The aim of the service is to:

- reduce social isolation
- improve older people's physical health and psychological wellbeing
- promote independence and confidence and support people to live in their own homes for as long as they wish

### Highlight of the year

The Havens took part for a second year in the ITV Text Santa Christmas fundraising appeal. Clients were featured at home and at the centre in the This Morning programme to promote the work of Age UK.

The Heathfield Community Club worked in partnership with the Health in Mind programme, Sussex Partnerships, in a six week programme to help clients help themselves to a happier mood and greater self-esteem. A psychological wellbeing practitioner taught the clients coping strategies for raising everyday mood and dealing with difficult situations. The programme resulted in one client being fast tracked to a specialist service for further support.

Working with the Table Tennis Association we have introduced the game into our clubs and centres. One 94 year old client with memory, speech and mobility difficulties used to enjoy sports in her younger years and found a new lease of life in the game.

With the assistance of a grant from Wave Leisure we have been able to offer a new music and exercise programme at The Havens. Clients report feeling more flexible and stronger. Similarly, a grant from Hastings Borough Council has enabled a yoga programme to run at the Isabel Blackman Centre.

At the Isabel Blackman Centre we have significantly improved and expanded the service by moving the daycare service downstairs and inviting local residents and groups to access our activities and facilities. We aim to bring local festivals into the centre, such as the Seafood Festival, Pirates Week and Jack on the Green Festival.



'I enjoy coming each week to meet so many friends.'



### Outcomes

Throughout the year 192 clients received 8,160 episodes of care. 84% reported the service helped them maintain or improve social relationships, improve daily activities and maintain or improve health. 83% said it helped maintain or improve independence and control. Overall 97% clients were satisfied with the service.

A total of 21 volunteers were engaged.

Nearly all clients say they benefit enormously from attending our clubs and centres. Many say they are lonely and have very little other opportunity to get out of their homes. They look forward to coming along and enjoying their days in a warm, comfortable and safe environment. Even the most retiring newcomer will be joining in with the chat and laughter by their second visit.

We have so much positive feedback from family carers. They tell us that they are so grateful and so relieved that their loved ones can enjoy a day out while they receive some much needed respite.

'I am so pleased with my husband's progress at the centre. It has also given me some time to myself.'



'You have been the only person who has helped me over the last 14 years and I will be eternally grateful for all your help.'

## Objective 3: Empowering people in later life

### Alleviating poverty - Information and Advice

The service provides free, confidential, independent information and advice on a wide range of topics (in particular welfare benefits and money, social care and health, housing options and local services.)

It aims to enable older people to have enough money to meet basic needs, retain independence and control, access other services, maintain or improve their health and mobility and to develop partnerships to enable the reach, scope and quality of the service to be increased.

### Highlights of the year

Award of Age UK grant for cost of Charity Log and to contribute to costs of setting up outreach surgeries.

We developed a programme of outreach surgeries at the Lewes House of Friendship and from the CAB office in Crowborough and began delivering this from September 2013.

Partnership with Wealden CAB, Lewes House of Friendship, Age UK Brighton and Hove, Age UK West Sussex, Wealden District Council, Meridian Mature Citizens' Forum and Hastings Borough Council (including Active Hastings) enhanced service delivery and promotion and provided training for staff and volunteers.

Partnership working with Sussex Community Foundation to distribute Surviving Winter Grants totalling £9,625 to 43 recipients.

### Outcome

7,676 enquiries processed by the team with 1,860 clients assessed by advisors.

Hastings reception had 4,337 contacts with clients.

Benefits claimed for clients worth £164,475.75 annually with an additional £31,887.36 in lump sum arrears/grants.

Older people maintained or improved their: financial situation (43%); independence and control (57%); access to other services (43%) and health/mobility (14%).



## Staying Mobile Foot Care

The service provides toe nail cutting and foot care to people over 50 years of age either in their own homes or, if they are able to get out and about, at community venues. The service is registered with the Care Quality Commission to deliver a service in people's homes.

### Highlights of the year

The service had an unannounced inspection from the Care Quality Commission and passed the inspection.

The service has opened up four new outreach venues.

The service received free marketing publicity through editorials in the Bexhill Observer and the Care for the Carers in house magazine.

All foot care workers received training on providing treatment to clients on warfarin and how to dress a cut so that we can now deliver a service to those on warfarin.

Set up an associate agreement with a selection of podiatrists to whom we refer clients whose health or required foot care treatment falls beyond the scope of the service.

### Outcomes

567 clients throughout the year received 5,330 episodes of care /client visits with all gaining some benefit.

With a total of 2,710 venue appointments and 2,620 home visit 100% of the customers were at least satisfied with the service.

As a result of the service 100% (576) of clients reported they maintained or improved: daily activities, health and independence and control.

When asked if people felt that they were treated with dignity and respect we were told 'definitely' and 'every time'.

## Addressing health inequalities Healthy Living Clubs

The clubs are for people aged 50 and over who would like to improve their health. They provide a welcoming environment where clients can get involved in fun activity sessions, receive information on healthy eating and general health.

The clubs are for two hours, volunteer-led and participants will be encouraged to give suggestions for activities and the types of support they would like to receive to help them improve their health.

The service aims to set up, facilitate and train volunteers to run Healthy Living Clubs. An evaluation will test which approaches work to develop a sustainable service-model. The intention is to have health-improvement related clubs run by their members building on individual/local resources.

### Highlights of the year

Supported by Amicus Horizons and Care UK who provided venues free of charge.

As a result of the launches we got free editorial coverage in two local newspapers.

We had the Mayor attend the Hailsham Healthy Living Club.

### Outcome

59 clients received 19 episodes of care from which they all reported they gained a benefit.

100% were satisfied with the service with 100% reporting they maintained or improved: social relationships, daily activities and health. 25% maintained or improved access to other services.

The service also engaged four volunteers.

'You learn so much about everything.'

'I make smoothies every day since coming to the club.'



'People are so enthusiastic and they pass it on to you and you pass it to someone else.'

## Addressing health inequalities Healthier Lifestyles

The project aims to support people aged 55 or over who experience health inequalities to lead healthier lifestyles by:

- 1 introducing them to a variety of ways to increase physical activity and improve nutrition through participation in 'Fun Taster Sessions'
- 2 encouragement to take up regular exercise and healthy eating by developing on-going courses in which they can participate

### Highlights of the year

Activities offered included: Tai Chi, EXTEND exercises, health walks, Zumba, Wii Fit, New Age Kurling, singing with community choir, healthy snacks, and talks from East Sussex NHS Health trainers.

Partnerships to deliver Fun Taster Sessions and on-going activities and to identify people at risk of health inequalities were developed with statutory, voluntary and community sector organisations such as: East Sussex NHS Health Trainer Service, ESCC Library & Information Service, Firwood House, Freedom Leisure, TCV Health Walks, Brightview and AUKES services (Foot Care, Community Clubs and Healthy Living Clubs.)

### Outcome

Some organisations which hosted Fun Taster Sessions reported that they have set up regular on-going activities as a result such as New Age Kurling and bowling at the Charles Hunt Centre and Active Play have started regular sessions at the RVS Russell Centre in Eastbourne. Contributors to Fun Taster Sessions report that some participants have now joined their regular classes such as Tai Chi and Qi Gong with Nic Neter.



'I've been to see a Health Trainer four times.'

'I'm eating more vegetables, especially in the summer it's easier.'



## Objective 4: Forward thinking

### Forward thinking

While fully focused on the immediate task of improving later life today, 2013/14 saw Age UK East Sussex thinking about its future, and developing plans for the period 2014 to 2017. As part of this we recognised the continued financially challenging environment we are facing. With older people locally, we developed and consulted on approaches to best meet their needs and aspirations. We reconfirmed our commitment to our Vision that East Sussex will be a county where people in later life flourish. We also confirmed our Mission and the values we live by in our work. Our agreed strategic aim to be a charity and social enterprise that is customer focused, efficient and effective.





## 2 Financial review

During 2013/14 total incoming resources increased by 30.8%. This was due to some large legacy income during the period, together with increased income from our shops and warehouse.

Overall expenditure increased by almost 14.2% (£182,453). This was as a result of our growth together with investment in activities that will generate funds to fund future charitable activities.

Overall there was a surplus of £185,347 compared to a deficit of £21,708 in the previous year.

### Income and expenditure

#### Expenditure

Charitable Activities	£811,768
Cost of Generating Funds	£627,881
Governance Costs	£27,504
<b>Total</b>	<b>£1,467,153</b>

#### Income

Charitable Activities	£697,528
Donations	£28,574
Legacies	£324,813
Fundraising	£28,390
Trading	£513,450
Investment Income	£31,387
Other Incoming Resources	£28,358
<b>Total</b>	<b>£1,652,500</b>

**Surplus** **£185,347**

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 were approved by the trustees on 17 September 2014. 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.



Many of the paid employees at the warehouse started as volunteers. We trained them and now employ them. Our team are well regarded and we often receive compliments and letters from happy customers.

## 3 Income generation

### Retail and social enterprise

In August we opened our first shop in partnership with Age UK Brighton and Hove in Kemp Town, Brighton. This joint venture generates funds to benefit both charities.

Our Furniture Warehouse in Newhaven continued to go from strength to strength. This social enterprise:

- provides clearance removals and de-clutter service for older people in need
- provides jobs, training and volunteering opportunities to support local unemployed people
- generates profits to pay for our charitable services throughout East Sussex
- reduces the impact of household waste on the environment

Both the shop in Kemp Town and the Furniture Warehouse in Newhaven covered their set up costs and are now generating a profit to support the local work of the charity.

Our existing shops in Battle, Bexhill and Lewes continued a strong performance up 10% on the previous year.

### Fundraising

With the charity celebrating 65 years in 2013 the first ever Age UK East Sussex Summer Fayre was held to mark this milestone. Held at Western Lawns in Eastbourne on 31 August 2013 the event was a huge success both in terms of the number of visitors and building awareness of Age UK East Sussex.

Christmas was a busy time with bag packing at Morrisons in Seaford for the Text Santa Appeal and trustee, staff and volunteers taking part in the Santa Dash along Bexhill seafront.

In February a Charity Chicago Bridge event and raffle was held at Seaford Golf Club organised by our Community Fundraiser David Neech. It was a great success and very well attended raising £343.72.

The money raised this year was for an Age UK East Sussex minibus with the view to enable more older people to attend our Community Clubs. This proved a popular ask when approaching Trusts and applying for grants achieving a total of £5,700.

### Products and services

Business generated from the sale of general insurance and other financial and affinity products through our local office and directly with our providers amounted to £104,827.





For more information visit the Age UK East Sussex website at [www.ageukeastsussex.org.uk](http://www.ageukeastsussex.org.uk) or call 01273 476704.

## Accessing our services

### Information and Advice

The service can be accessed on either a face-to-face or telephone basis from our office in Hastings, and by telephone from our office in Lewes.

### Day Centres

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

### Isabel Blackman Centre

Located in Old Town, Hastings and open seven days a week. Referral to the day centre comes from East Sussex County Council's Adult Social Care team.

### Healthy Living Clubs

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

### Home from Hospital

This service is tailored to meet individual needs and aims to increase the confidence and independence of older people after they have been in hospital. People can self-refer or alternatively a ward nurse, social worker, GP, friend or relative can make a referral on someone's behalf.

### Take Home and Settle

The service accepts referrals 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.

### Foot Care Service

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.

### Trading products & 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.

# Thank you

## Thank you to all our volunteers

During 21012/13 the charity involved 198 volunteers supporting its services and activities giving approximately 53,700 hours of their time. We are only able to achieve so much due to the ongoing support of our volunteers.

## Financial Supporters

We would like to thank the following organisations and individuals who supported Age UK East Sussex during 2013/2014.

### Funders

Age UK  
East Sussex County Council  
Hastings Borough Council  
NHS West Kent  
Hastings Voluntary Action  
Digital Outreach  
IBC Foundation  
Sussex Community Foundation  
Bothwell Charitable Trust  
Ian Askew Charitable Trust  
JC Robinson No.4 Trust  
Miss Pannett Charitable Trust  
Raymond and Blanche Trust  
Simpson Charitable Trust  
Albert Hunt Trust  
The Lynn Foundation  
The Stella Symons Charitable Trust  
Rye and Winchelsea Rotary Cub

### Legacies kindly received

DMA Jeffery  
PA Pleasance  
KM Price  
ME Smith  
C Pavitt  
AG Beard  
L Stride  
A Moore  
M Porter  
R Gouldthorpe



## 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:

**Cheque** – Please make cheques payable to ‘Age UK East Sussex’ and return to our Lewes office.

**Online** – Visit our website [www.ageukeastsussex.org.uk/donate](http://www.ageukeastsussex.org.uk/donate) to 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.

**Our shops** – We have shops in Battle, Bexhill, Brighton and Lewes which sell a wide range of donated goods including clothes and collectables. They always require good quality stock. Drop off in store or call us to collect.

**Newhaven Furniture Warehouses** – Two warehouses open seven days a week selling second and nearly new furniture, electrical and household items. If you have good quality furniture items to donate give us a call to arrange a collection: 01273 646800.

**Langney Shopping Centre Homestore** – Open seven days a week selling second and nearly new furniture, electrical and household items. If you have good quality furniture items to donate give us a call to arrange a collection: 01323 403111.

**Volunteer** – We rely on a wonderful team of volunteers to carry out our work including 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.ageukeastsussex.org.uk](http://www.ageukeastsussex.org.uk)

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