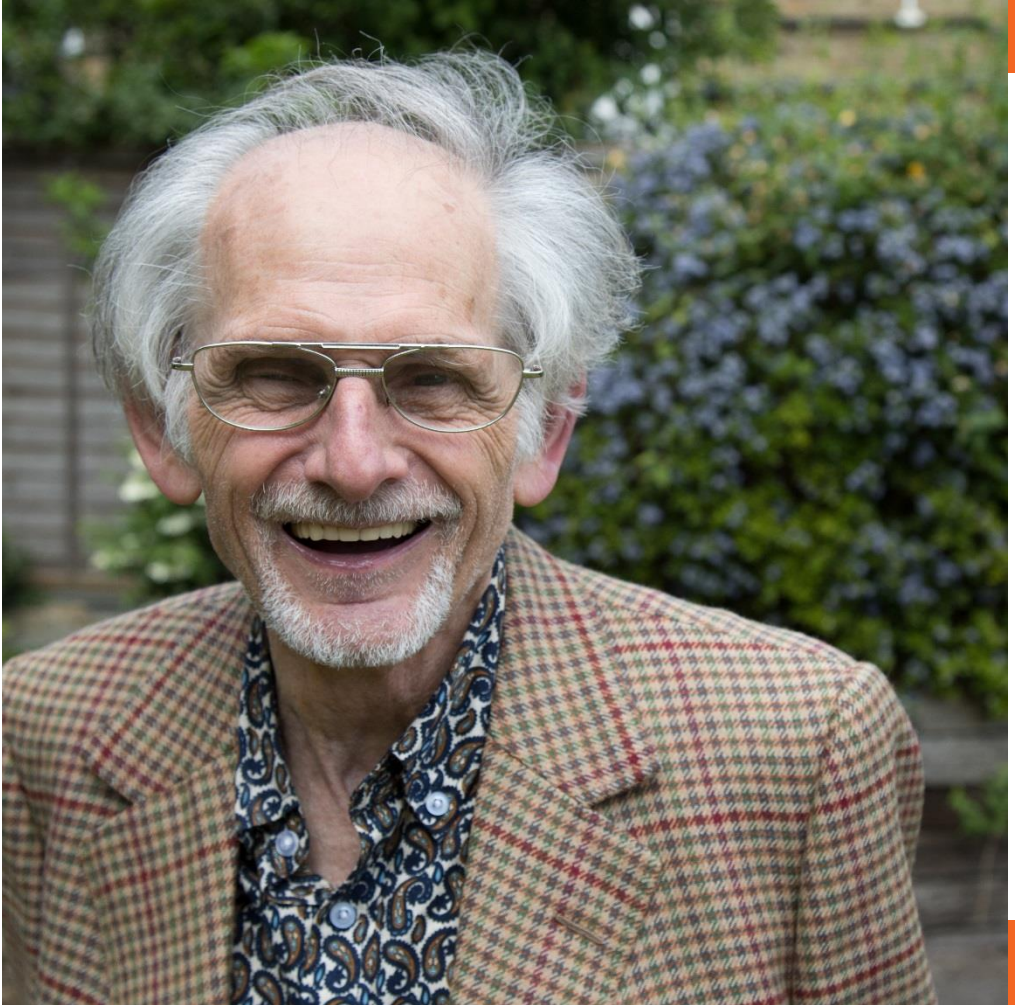


Annual Review 2017-2018



Chair & Chief Executive's Introduction

It gives us great pleasure to present to you our annual review, 2017-18. Despite the challenges presented by an ageing population and central government cutbacks to local authority funding, Age UK Hammersmith and Fulham has delivered on the priorities outlined in our strategic Plan and continue to make considerable progress towards our objectives.

We make a difference

Reducing loneliness and isolation and improving health and wellbeing is our aspiration for all older people. As people are living much longer we want to help to ensure that those years are fulfilled and enjoyed.

In partnership with the **London Borough of Hammersmith and Fulham, Tax Help for Older People** and **Complete Feet Care** we continue to initiate fresh and interesting ways to secure better health and independence for older people, and rightly promote images of healthy and happier later life.

We influence change

We are working in partnership with the **Hammersmith and Fulham Consultative Forum and Comic Relief, through the Local and Vocal Project** to influence policy and shape how services are delivered. We are committed to ensuring that the voices of older people are heard on issues that are important to them by supporting the Hammersmith and Fulham Consultative Forum and developing the Local and Vocal project, which is funded by Comic Relief.

We strive to remain relevant and are committed to our core strategic objectives to provide practical support, promote active ageing and improve social connection for Hammersmith and Fulham older adults. We had a total **16,908** contacts with our service users and provided a service to **928** older people.



Roger Lintern
Chair



Dawn Stephenson
Chief Executive

About Us

It is our mission to make Hammersmith and Fulham a great place to grow old.

We believe that living longer should be celebrated and enjoyed. Everyone should have the opportunity to make the most of later life, whatever their circumstances, wants and needs. Everything that we do is geared towards improving health and wellbeing for older adults in Hammersmith and Fulham.

Delivery of our mission is guided by our objectives: which are;

- Combating social isolation and loneliness;
- Developing our capacity to effectively develop and deliver our services
- Creating more opportunities for older people to extend their social circles and live healthier and more active lives
- Developing digital inclusion initiatives

“I feel a lot healthier and have more people to talk to and draw peace of mind. I am much happier now than before as I have somewhere to go and feel valued.”

What do we do?

We provide a range of services. They include:

Information & Advice

A confidential and independent information and advice service for people over 50 who live in Hammersmith and Fulham, their families and carers. Covering a wide variety of topics including pensions, welfare benefits, social care, health, housing, transport and more.

Active Age Activity Programme

We offer a varied, fun and engaging activity programme from our Greyhound Road Activity Centre in the heart of Hammersmith. Our programme provides social and regular special interest classes in Pilates, Keep fit, Yoga, art and dance classes, a film club and a range of other activities.

Activities Out & About

Our exciting and varied programme of outings and trips to places locally, in London and further afield.

Open Door Community Café

We also offer a tasty and nutritious two course lunch, breakfast and refreshments throughout the day.

Befriending

The In Touch Befriending Service delivers a high quality befriending service for isolated people over 50. Volunteers are matched with older adults to build connection, provide emotional support and help people to regain confidence to engage more with their local community.

Practical Support

Our caring, experienced team provide practical help to people. This flexible service is tailored to the needs of the person and can include, shopping, minor repairs, accompanying people to hospital or to their GP's.

Podiatry

Complete Feet Care provides high quality affordable foot care delivered by fully qualified podiatrists.

Information and Advice Service

Our free confidential Information and Advice Service enables older people their families and carers know their rights and make informed choices.



In the last financial year, the Information and Advice service dealt with 885 appointments and supported 381 individuals.

Shopping Service

We provide an escorted shopping service which is extremely popular with clients who enjoy choosing their own shopping, and for whom this might be their only regular outing and social interaction.

48 older people regularly accessed the shopping service. **93%** reported that the service was essential to helping them live independently.

Charity Shop



Support us

We are always seeking quality donations and dedicated volunteers to help out.

Why not pop in to see what's on offer?

Our flourishing charity shop, in the lively West 12 Shopping Centre has had another successful year, with a high number of customers and growing income. We revamped our merchandising and shop window to highlight our local focus and the other services we offer. We change our window displays regularly and are fortunate to have regular donations of clothes, books and accessories.

We rely on the generosity of our supporters to fund the free services we provide to older people. Our charity shop generates vital income to support our work and we guarantee that every penny is used for the benefit of our clients. The shop is run by our Charity Shop Manager Theresa Flynn, Assistant Andy and a team of dedicated volunteers.

What we stock

We have a great range of items in store, our speciality is clothing and accessories, such as:

- Ladies clothing including jackets and dresses
- Men's clothing including coats and suits
- Children's clothing, shoes and toys
- Books and puzzles

Our charity shop raises vital funds for the organisation, helping us to continue our work providing services for older people.

Marketing and Communication

We appointed a Marketing and Communication Coordinator to work with us to improve Age UK Hammersmith and Fulham's communication with our stakeholders and support our fundraising efforts.



We've focused on growing and developing our corporate partnerships and there's been an increase in corporate volunteering as well as offering a broader range of volunteering activities.

Cyber café

We provide a friendly environment where clients can learn to use their devices and meet like-minded people. The drop-in sessions and booked appointments are delivered by knowledgeable volunteers.

115 older people accessed Digital Inclusion learning sessions at the Cyber Café.

84% reported an improvement in their IT skills and an increased ability to use the internet.

Active Age



Our Active Age programme is designed to provide people with opportunities to stay active, learn new skills and have fun. It is built around a warm, positive atmosphere with welcoming staff and tutors. We know through our research that this approach can be transformative and encourage older adults to stay active, healthy and happy in later life.

We have built on our existing programme to deliver more exercise classes, more out & about activities and unique opportunities for people to make new friends and build their confidence.

“Pilates is great! It’s social because we’ve all met each other here and become friends. It gets us out of the house and the teacher is so clever as he can help with individual exercises because we’ve all got our different problems.”

The Open Door Community Cafe

Healthy, freshly cooked, lunchtime meals continue to be the main focus for our Open Door Community Café's efforts and the numbers attending continue to increase.

Our weekly lunches are a great place to meet new people and have a delicious hot meal. They take place Tuesday - Friday at 1pm at our centre in Greyhound Road. Food is freshly cooked on the premises in our own kitchen and offers 2 courses for £4 or just a main course for £3. Lunch is served in our large hall and there is a large screen TV with full Sky package.



Our Community
Café served
4,458 lunches

Caribbean Lunch

Our Caribbean Lunch is served on Thursdays from 1pm and is a great place to meet friends and enjoy a meal.

Join us for breakfast

Every Monday from 9.30am we serve a freshly cooked breakfast for just £2.50.

“I like the full English. It's good value for money and nicely cooked.” Sally, 81, from Fulham

In Touch Befriending

Our Staff and volunteers have focused on developing and improving the In Touch Befriending Service, focusing on reducing social isolation for those who are housebound and socially isolated. We do this by providing companionship and practical support.

Case Study

“I called Age UK to ask if there was a volunteer who might be able to accompany me on a hospital appointment. I am mobile, however find getting my way around a hospital and making sure I have the right paperwork confusing. It was at very short notice and luckily somebody was available. I have had a follow up appointment and the same volunteer came with me, she also called me to remind me to follow up on matters relating to the appointment. Her help was so useful.”

330 individuals accessed the Practical Support and In Touch Befriending Scheme during 2017/18.

100% of clients reported befriending had improved their health and wellbeing.

95% of clients reported befriending had made them feel more active and alert.

Our Volunteers



We now have over **200** volunteers aged between 16 and 87

We are proud to work with volunteers across all of our services. Volunteering provides a meaningful way to participate in the local community, build skills and experience and feel part of a team. We are particularly keen to provide volunteering opportunities for people in transition. This can include providing young people with work experience, job seekers with new skills or retired people with the opportunity to stay engaged with their community.

Over the course of the year volunteers dedicated **20,000** hours to volunteering. We are grateful for their commitment, perseverance, patience and compassion, without them our services could not exist.

Volunteering and Corporate Partnerships

The skills, time and energy of volunteers make a significant difference to our work and we aim to provide a quality experience.

Corporate partnership highlights

Our corporate partnership volunteers delivered a range of activities and initiatives, including assisting us with gardening, refurbishing our activity centre, parties and afternoon teas.

Thank you to all our corporate partners who've supported us over the last financial year including: Endeavour, Chivas, BBC Studios, L'Oréal, Santander and Hyde Park Residence.

How Can You Help Us?

We are an independent charity. All of our services are provided through funding we can raise ourselves. In challenging times we need the support of local organizations/businesses and people more than ever.

Partnerships

We are passionate about working with partners across the borough. If you're a business, school or community group, we'd love to hear from you. We have a wealth of experience in events and partnerships and can help you engage your staff or community in a meaningful way.

Making a Donation

Support from our local community helps us to support Hammersmith and Fulham resident's right across the borough. You can donate online, it's easy, just follow the donation links on our website.

Sporting Challenges

Talk to us if you or your team want to take on a challenge. We can support you with fundraising and give you top tips on the types of challenges that would suit you.

Leaving a Legacy

We are a local charity relying on the support of local people. Making a legacy for Age UK Hammersmith and Fulham will help us to support people in the future. It's easy to do, we can give you some guidance on how to go about it.

Will you consider making a difference after you have gone?

For more information about fundraising please contact Dawn on 020 7386 9085 or email dawn@ageukhf.org.uk or visit our website <https://www.ageuk.org.uk/hammersmithandfulham/>

Summary Financial Statement

The summary income and expenditure account included in this Annual Review below shows the income raised from our activities, the amounts spent on our beneficiaries (charitable activities), the basic costs of running the charity (governance) and the cost of raising our funds. It is intended to give a broad overview only and is taken from the full financial statements, which were approved by the Trustees. In order to gain a full understanding of the charity, the financial statements, Trustees Annual Report and Independent Auditor's Report should be consulted.

Income and expenditure account	Y/e 31 March 2018 (£'000)	Y/e 31 March 2017 (£'000)
Income from:		
Donations, Fundraising & Legacies	13	8
Grants	41	61
Shop sales	67	75
Charitable Activities - Borough contract	173	174
Interest	-	1
Total	294	319
Expenditure on:		
Charitable Activities	333	375
Governance	8	8
Raising Funds	51	62
Total	392	445
Net income/(expenditure)	(98)	(126)
Total funds brought forward	669	795
Total funds carried forward	571	669
<i>Of which reserves are</i>	230	249

Reserves

The Trustees of Age UK Hammersmith and Fulham have adopted a reserves policy, which they consider appropriate to ensure the continued ability of the Charity to meet its objectives.

Age UK Hammersmith and Fulham

105 Greyhound Road,
London
W6 8NJ

020 7386 9085

Email: info@ageukhf.org.uk

Website: <https://www.ageuk.org.uk/hammersmithandfulham/>

Thank you

As always there are so many to thank but we are particularly grateful to Age UK, the London Borough of Hammersmith and Fulham, Comic Relief and all our individual donors.



Registered Office: 105 Greyhound Road, London, W6 8NJ.

Registered Company Limited by Guarantee and without Share Capital number 01685692.

Registered Charity number 289124.

Both registrations in England & Wales.

Age UK Hammersmith and Fulham is partly funded by the London Borough of Hammersmith & Fulham and is supported by donations from the public, income from our charity shop, and some charitable grants.