

Annual Review & Impact Report 2024-2025



'We have developed a positive relationship with Age UK Hertfordshire who have been very receptive in supporting our Health and Social Care students. They have played a vital role by offering meaningful work experience opportunities that bridge classroom learning with real-world application. Through their placements with Age UK Hertfordshire, students have been able to interact directly with older adults, gaining valuable insight into the emotional, physical, and social needs of people in their community.

This hands-on experience has not only deepened their understanding of key concepts within their course but also helped them develop essential skills such as confidence, communication, empathy, and professionalism.

By working alongside experienced professionals, students gain insight into best practices and the demands of the sector, preparing them for future careers. Our collaboration ensures the students are not only meeting the requirements of their course but are also better prepared to make a positive impact in health and social care'.

Karen Molloy
Work Experience Co ordinator
North Herts College.



Welcome to our Impact Report for 2024/25 which highlights the organisation's impact over the last year from our activities. This year we launched the Age Friendly Communities campaign in partnership with Hertfordshire County Council and North Herts and Stevenage CVS.

This is an exciting new project which is designed to listen to what older people are saying about their local communities and to work with local authorities, businesses and community services to make positive improvements wherever possible to make Hertfordshire a great place to age well. We have made a great start already, with nearly 3,000 older people having their say through our Age Friendly survey which gives us a strong starting point to work from. We were also successful in getting Hertfordshire to be the first two-tier authority to be accepted onto the Age Friendly network. We look forward to the year ahead where we can start to work with local communities to implement the next phase of the Age Friendly campaign.

This year also saw some government changes which negatively impacted older people. We were able to take swift action and in partnership with Hertfordshire County Council, the Hospital and Community Navigation

Service, Hertfordshire Library services, Hertfordshire Warm Spaces and the Hertfordshire Healthy Hubs, we rolled out the Winter Fuel Support Roadshow, which took us to over 120 locations across the county where we engaged with local older people and provided support to help those affected by the government changes.

We also said goodbye to the Hertswise service this year - a partnership dementia support service which ran for 7.5 years. In line with the Hertfordshire dementia strategy, this service was part of a recommissioning process leading to the new Memory Support Herts services which we now deliver in partnership with the Alzheimer's Society and Carers in Herts.

This work was in addition to the services that we provide through our staff and volunteer workforce which aim to improve the lives of older people who are in need of our help. There is a growing need of support due to the ageing population but fortunately we are not alone and work with a range of partners across the health and social care sector to maximise our combined support and reach.

Thank you for all the support...

We couldn't do all this without the generous and ongoing support of local businesses, organisations and individuals. So to all of you we give our heartfelt thanks and appreciation and look forward to working with you in the future.

- Eisai
- Masonic Charitable Foundation
- Berkhamsted Parochial Church
- Rotary Club of Hemel Hempstead
- The Oyster Club
- Bristol Myers Squibb
- The Michael Game Charity
- The Simon Gibson Charitable Trust
- Sunnyside Church
- The Grove Junior School, Harpenden
- LGC Masonic Chapter 5109
- MBDA
- The Audley Foundation
- MWA Financial
- Watford Grammar School
- 1st Berkhamsted Scouts
- Royston Ladies Luncheon Club
- Epicure
- Florence Cohen
- Truemark Trust
- Sky
- Tesco
- Age UK - Winter Health
- Co-op
- Hertfordshire County Council
- Tring Charities
- Salvation Army

The Difference We Made 2024-2025

22,127

club attendances

1,507

carers supported

25,808

people supported

254,556

contacts made

71,376

volunteering hours
with a value of
£816,541

£13,148,786

social value of
organisation

The difference we are making to those using our services...

Mary has been attending one of our lunch clubs for 2 years.

Following the death of her husband Mary felt depressed and lonely, her GP suggested that she join a club to help her through this difficult period. Mary says that she felt nervous about joining the club, but that it was one of the best decisions that she has ever made 'the club was welcoming, and I have made so many friends.

I was expecting it to be a club for much older adults, but everyone was in a similar age bracket and situation. I found that I had a lot in common with others, so being able to talk about things has been good for me'.

Mary joins in all the activities at the club and says 'the activities make me realise that I can do more than I thought I could. I have gained much more confidence in myself'. Mary belonged to a choir with her husband but had not enjoyed singing since he passed away, but now really enjoys having a sing at the club and especially enjoys the sessions where we have entertainment.

When asked about what impact the club has had on her, Mary states that 'I really look forward to coming to the club. It has given me something to look forward to and people have noticed the difference in me. I feel the club saved me. It has honestly made me live again'.

Testimonials



Age UK Hertfordshire, in collaboration with North Herts and Stevenage CVS and Hertfordshire County Council Public Health, launched a groundbreaking initiative to transform Hertfordshire into an Age-Friendly Community, making it the only 2-tier authority currently aiming for accreditation.

What have we done?

This year we have:

- Set up project steering group, webpage, publicity, and network members list
- Achieved getting Hertfordshire County Council accepted as members onto the Age Friendly Communities network
- Carried out extensive engagement with key stakeholders

- Produced and implemented a survey and ran focus groups to understand what older people thought about their lives across the 8 domains
- Achieved nearly 3,000 responses
- Held multiple events and joined others to raise awareness

What next?

Creating baseline report to evidence the results of the survey
Create action plans for county and district level based on these results
Act and implement these actions to make Hertfordshire a great place to age well.

How to get involved:

To contribute to making Hertfordshire an Age-Friendly Community, and be kept updated with this initiative please contact:
Email:

Agefriendly@ageukherts.org.uk





Memory Support Hertfordshire



Hertfordshire's new memory support service.

This service provides a range of help and support for people with memory problems or affected by dementia, and their carers.

We, in conjunction with Carers in Herts, Alzheimer's Society and Admiral Nurses, run the gateway service to ensure those who are in contact with us receive the right information and advice, and are referred on to the appropriate local organisations for ongoing support.

This gateway service quickly demonstrated an exceptional demand from Herts residents with 2,554 clients being referred in the first 6 months. We supported 16,687 different enquiries, including helping people to claim £769k in benefit entitlements.

The service provides a single point of access and includes one to one advice and guidance as well as group services across Hertfordshire.

Memory Support Hertfordshire

£769,000

Raised in unclaimed
benefit entitlement

2,554

people supported

25,600

website hits

16,687

enquiries made

“I truly mean thank you. You don’t know, how much you have helped me and my mental health.”



The Information and Advice service in 2024 -2025 has had a significant positive impact on the lives of older people in Herts. We continued to help older people to live well and retain their independence.

We supported 5,793 clients with 47,203 different types of enquiries. These numbers do not show the significant volume of enquiries and demand from anonymous clients, who we also supported.

The need for Information and Advice support continued to rise last financial year due to two main factors:

Ongoing cost of living and energy prices increase, and the Winter Fuel Payment cut which has significantly affected older people’s needs, especially vulnerable people just missing out on Pension Credit struggling to heat their homes.

We also saw an increase of people not in financial hardship seeking early advice due to decreasing savings and worries about the future.

We supported 593 clients via 1,034 Warm Homes sessions to maximise their income by identifying their benefits entitlement, other financial help and energy savings.

We distributed £80,000 of food vouchers. We helped to claim £5.88 million of unclaimed benefits.

Every 40 seconds an older person is scammed in England and Wales. We supported 88 vulnerable clients via in depth one to one scam prevention advice session and presented to 580 clients at our talks. It is estimated each of our clients warn at least 3 other people helping us to raise awareness to over 2,000 older people.

Information & Advice

£5.88m

Raised in unclaimed benefits entitlements for older people in Hertfordshire

5,793

people supported

47,203

enquiries made

“My Home Helper brightens my day, she does a brilliant job.”

Our Help in the Home Service has continued to be very popular with older people who need a trusted provider to help with daily living activities.

The service supports people with domestic tasks such as cleaning, changing bed sheets, shopping and putting it away, hoovering, dusting and cooking light meals etc. We also provide companionship visits for those who are feeling isolated or to enable a carer to have a break. It enables people to remain independent by supporting them to maintain the standards that they expect in their own home.

This regular support provides a safety net for the clients and their families, the team are able to help address concerns and, where necessary, signpost them on for additional support. The regular contact with their home helpers improves their mental health and is a comfort to know that support is just a phone call away. This service was recently expanded to the residents in the West Essex area and the number of clients is continuing to grow.

Help in the Home



60,800

HITH hours delivered

1,254

people supported

375

new clients joined the service

The difference we are making to those using our services...

Mr B started receiving visits from the Help in the Home (HITH) service in June 2023 after being referred by his family.

The client was a little nervous about having someone coming into his home, due to being let down by previous service providers, but he's glad he went ahead in choosing us and he now feels our service has made a big difference to him, so much so that he doesn't know how he would do without us.

Mr B values both his home helper and the HITH office staff as he appreciates knowing about any

changes to visits in good time so he can plan his diary and not have to worry about not knowing what's happening.

He is so grateful that the home helper is someone he enjoys seeing and talking to, whilst having his home cleaned and providing him with some companionship at the same time. Mr B thinks Age UK Hertfordshire is a marvellous organisation.

Testimonials



“You have been so friendly and helpful. I’m very grateful.”

Our Befriending Scheme and Telephone Club continued to support people who are experiencing loneliness and social isolation over the year.

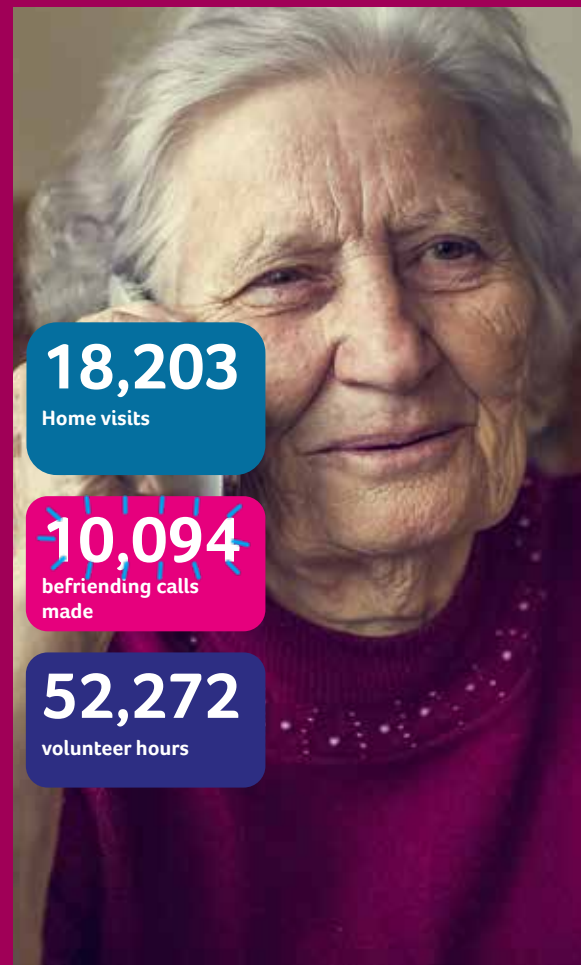
Age UK Hertfordshire have provided over 50,000 hours of befriending support through their volunteers last year which is a significant amount of support.



This was only possible through the support of their volunteers, who we are very thankful to.

“It is a warm feeling knowing that you have improved someone’s day by doing something so little.”

Befriending & Telephone Club



18,203

Home visits

10,094

befriending calls
made

52,272

volunteer hours

“You are my Angel, and I will never forget how much you have given me to carry on with my life.”



Our InTouch Team provides a listening service and offers emotional support to people going through difficult times in their lives.

We find that with ageing, comes additional emotional challenges and so the service is much needed and continued to help some of the most vulnerable members of the community last year.

Many of the issues that the team help with are complex and can take time, and often centre around themes including bereavement, social

isolation, depression, suicide and anxiety.

The impact of the government changes to pension credit and the wider cost of living pressures has caused, significant increases in anxiety, depression and concerns about the future and so the team have been busy supporting with the mental wellbeing of those individuals by listening, building confidence, and empowering people to access advice to explore potential options to help their situation.

InTouch Team

182

New referrals

2,568

support calls made

245

People were supported experiencing challenging life events

Can you spare an hour a week?

We rely on people to help their local communities by volunteering with us - whether it's through becoming a befriender, supporting at one of our lunch clubs or by providing information and advice to people in need. We depend on our volunteers to reach the number of older people we do, and always need more! So, if you have time to support us by joining the Age UK Hertfordshire team please get in contact with us for an initial chat:

Tel: **07525 070472**

Email: **volunteering@ageukherts.org.uk**



Want an easy way to help Age UK Hertfordshire?

One of the easiest and free ways you can help Age UK is to follow our social media pages on Facebook, Instagram and X (formally Twitter). By liking, commenting, sharing and retweeting our posts you help us increase our reach. This means more people get to see our messages, in turn more people get to know what we do and how to get involved. Your “like” could be the reason others find out about our services for a relative, or why someone volunteers to end loneliness. Find us on:



ageukherts



Age UK Hertfordshire



@AgeUKHerts

“They appreciated your patience in answering their questions and found it very interesting and inciteful. They enjoyed the tasters for better snacks and your advice around them. They now feel better informed to know what to eat and what to look for around nutrition”



Supporting and promoting the importance of eating and hydrating well in later life and the risks of malnutrition.

Our Nutrition Support Workers in West Hertfordshire continued to support the NHS Community Trust Dietitians by focussing on the social causes affecting their patients' malnourishment. Through discussion with people, we identify what help they need to access the nutrient dense foods recommended by the Dietitians and address their social issues through signposting and referral; such as access

to shopping, social isolation, poverty, bereavement and transport. Social isolation is a high factor in the incidence of malnutrition among older people, so those at risk are supported to prevent decline and to maintain wellbeing and we encourage people to attend lunch clubs and refer to befriending services.

Education around eating well as we age is an important part of the service and we visit groups, in person and online, to explain how the focus on food and drink changes and discuss the risks to health of being malnourished.

Nutrition & Dietetics Service



105

Clients supported

1,158

Support contacts made

314

Additional people reached via awareness talks

Working together to provide those recently discharged or with wellbeing issues to get the services they need.



The Hospital & Community Navigation Service (HCNS) partnership completed its 8th year of service delivery and continued to provide Social Prescribing support to people in need.

The countywide team of Link Workers worked as an integrated team across hospitals, PCN's and communities to support those facing issues including, social isolation, debt and finance issues, mental health issues, housing, and homelessness as well as practical tasks such as emergency food parcels and shopping.

The demand for this service increased significantly due to the

impact of the cost-of-living crisis with many people struggling with mental health, physical health and finances needing to be connected to support services.

Within the HCNS service the Better-At-Home and Waiting Well team is now into their 5th year of operating. The team provide vital support to patients ensuring that those being discharged from hospital or who are on waiting lists for treatment are contacted and offered additional support if needed.

Hospital & Community Navigation Service



16,017

People supported

28,954

Cases were managed

£2,121,709

Economic savings for the NHS

‘The club makes me get myself organised and I really look forward to getting out of my flat’



Active Ageing aims to provide older adults with regular opportunities to socialise and take part in activities beneficial to both their physical and mental wellbeing.

Members have the chance to meet new people and enjoy activities such as chair-based exercise, quizzes, entertainment sessions, informational talks and more.

All our clubs offer a friendly, supportive environment where older people can enjoy building new friendships, reducing feelings of loneliness and isolation

and speak to staff about any concerns or issues that they may be facing, enabling our staff to directly support or refer to other appropriate services.

We have a menu of active ageing clubs across the County such as:

- The Clitheroe Health & Wellbeing Centre
- Young at Heart and 10 to 3 lunch clubs
- Tea and Chat clubs
- Brainwaves clubs (for those experiencing memory problems)
- Jas clubs (for older Asian people in North Hertfordshire)

Active Ageing



16,008

Club attendances

637

Exercise sessions

408

Men in Sheds attendances

I just wanted to thank you for sending me one of your gardeners. He has a lovely manner & contributes many creative ideas. Since the death of my husband the garden is more special than before. Bless you'

This service supports older people to live more independently for longer in their own homes by providing help with maintaining domestic gardens and completing basic DIY tasks around the home.

The Handyperson service also supports the acute hospitals in Hertfordshire by installing key safes which can then enable a timely discharge home for the patient. The Gardening service has proven to be very popular as it helps older people maintain accessibility to a safe outdoor space.



In addition to this, the service was also able to support older people with improving energy efficiency measures in people's homes during the winter by installing draught insulation and radiator reflector strips, as well as providing winter blankets, electric blankets and energy efficient lightbulbs etc. This service was funded by Hertfordshire County Council

79

Winter Welfare
Checks carried out

Handy Person & Gardening Service

£896,292

Social value for
Handyperson &
Gardening service

1,174

people supported

482

Key safes installed
to enable hospital
discharge

“It is a warm feeling knowing that you have improved someone’s day by doing something so little.”

Our Volunteers are at the heart of our organisation and continue to be fundamental to the running of our charity during 2024-25. They have been of tremendous value to our clients and community supporting with Information and Advice, Befriending, Active Ageing and Social Prescribing.

Our volunteers help support the charity with front line service delivery and provide a lifeline for so many.

Despite the growth of volunteers in the last year, there is still a need to support our community

across the county and we would love to hear from anyone who is interested in volunteering!

We rely on volunteers to help us deliver support across the county - we always need more volunteers and so please contact us to find out more information about volunteering: You can either visit our website at **www.ageuk.org.uk/hertfordshire/getinvolved** or call us on **07525 070472** or email us at **volunteering@ageukherts.org.uk**. Help us to help others - Share an hour and change a life.

Volunteering



£816,541

Value of volunteer hours

71,376

Volunteer hours

Working to use all possible means to engage with our community and those that need us most.

The challenge of retaining an audience and attracting new likes and follows has been made easier with more partner involvement, working together with venues, organisations and businesses to boost our messages for mutual gains.

More and more posts about working within Age UK Hertfordshire have had significant reach and are becoming a key way to recruit and fill vacant positions.

With the majority of clubs full and growing it has been a great gateway to show the world what a positive impact Age UK Hertfordshire is having through photo and video content.

With larger campaigns on the horizon and ever evolving nature of the services we provide, communication through our website and social channels will be key to keep our clients and collaborators up to date.



Social Media



2,465

Facebook and
Instagram followers

89,000

Website hits

46,700

Facebook reach

1,400

Instagram reach

“Without your help I would not be where I am now. My life is able to start again”

The Bereavement Listening service offers local support to those living in the Dacorum area who are dealing with bereavement.

When someone dies, particularly someone close to us, it can be life changing and bring an overwhelming mixture of emotions.

Turning to a listening ear can provide a helpful and meaningful pathway towards getting the right help.

We support individuals with the wide-ranging impact that bereavement can have.

‘The Bereavement Service has helped me through my darkest days. I can now try to get my life back to normality.’

Dacorum Bereavement Listening Support



66

People supported through the service

1,550

Support calls made

350

Support hours provided

‘Now I have your number I feel better that I have someone that I can call for assistance, or who can help me to get assistance, that’s what I needed, thank you’



Offering support to people living in the Dacorum area who give unpaid care to a relative, neighbour or friend, where one of them is over the age of 50.

We provide one to one emotional support and practical guidance to help carers in their role, either face to face or over the telephone.

We also have two carer support groups that meet monthly which enable carers to share their experiences and provide much needed peer support to one another, in a friendly and non-judgemental environment.

We regularly have guest speakers attending the groups who provide relevant and topical talks to our members.

Dacorum Carer Support

772

Number of contacts made

127

people supported

138

Number of group attendances

The HertsHelp service is delivered in partnership with Citizens Advice Stevenage and entered its second year this year.

This exciting collaboration brings the combined expertise of two key advice providers in Hertfordshire to ensure that residents have timely access to a 'no wrong door' service 7-days per week.

People can expect to speak to one of our Connecting Officers if they need help, who will listen, research, refer and signpost them onto the support that they need.

The team can help with a plethora of queries including financial support, transport, home services, equipment and community groups.

The service works closely with a range of partners to ensure that an holistic approach is always taken, and provides a 'one stop shop' to help Hertfordshire residents to find solutions to problems in one phone call.

HertsHelp



75,892

Calls received

14,279

people supported

47,696

Issues supported

Our mission to help older people keep warm in winter.



Due to the impact of the government's decision to remove the Winter Fuel payment from anyone not in receipt of Pension Credit, we launched the Winter Fuel Support Roadshow in partnership with the Hospital and Community Navigation Service (HCNS). This was due to recognising the fact that many older people who were just above the threshold for Pension Credit eligibility would be missing out on a vital monetary payment for fuel costs which could put them in a position where they may need to make a choice between heating or eating.

Working with a wide range of partners including the Hertfordshire Warm Spaces, Hertfordshire Libraries and Healthy Hubs, to reach over 120 outreach locations to raise awareness of the wider

support offered including:

- Pension credit entitlement and how to apply
- Other entitlements which may impact pension credit entitlement
- Food and Energy support this winter
- Carer support
- Wider support which can be available, including:- Draught insulation and radiator reflectors and a free full winter welfare check

Due to the ongoing need for support beyond this year, we aim to continue the roadshow targeting rural and diverse communities to ensure that we are as accessible as possible.

If you or someone you know needs help, then call HertsHelp on **0300 123 4044**.

Winter Fuel Roadshow



We need your support!

Thank you for taking the time to read our report which details the impact our Charity had on the local community last year. We could not do this without your support.

We rely on fundraising to help support the services to keep going and have the impact that they do. There are different ways in which people can support us with this, for instance, you can fundraise on our behalf by taking on exciting challenges - we have had many examples of this such as an 80+ mile run, families completing virtual bike rides to France, to head shaves and press up challenges!

If you wish to find out more about this to see what is possible, please contact us:

Tel: **01707 323272**

Email: **fundraising@ageukherts.org.uk**

We are also always looking for support via corporate sponsorship, whether it is to fundraise for us, sponsor us as your Charity of the Year, or to help raise awareness of our services. If you represent an organisation who may be interested in any of these activities, please get in contact via the details above.

And of course, we are always in need of the kind donations that we receive - no amount is too small. You can donate via Just Giving, by cheque, via Facebook or by simple bank transfer - full details are on our website here:

www.ageuk.org.uk/hertfordshire/get-involved/donate/

Finally, thank you once again for reading our latest impact report which celebrates our extensive achievements in supporting older people in need last year. We look forward to making another significant impact this year with your support - Local Charity, Local Impact.





Thelma has been coming to our lunch clubs since 2004. Thelma had a stroke in 2003 which left her with weakness in her upper body and lacking in confidence to get out and about. Her aim was to find somewhere to socialise and feel like 'Thelma' again, rather than a stroke patient.

'I was nervous to start with, but the staff made me feel so welcome. I did briefly leave the club, when I moved house, but I missed it so much that I returned and have been coming ever since. I love the company and the social opportunity that the club provides. I especially like the weeks where there is entertainment such as live music, the fish and chip weeks and when the club go out for occasional outings. I also love the quizzes that we do and when Sean visits to deliver seated cricket and Bocce! I really look forward to coming and it is really good value for money'

Thelma says the club has made a difference as Wednesday breaks up the week for her, she sees her son at the weekends if he is not working, but the club provides her with something to look forward to mid-week. She enjoys seeing the other club members, volunteers and staff. She likes that we share such open conversations about any topic, knowing that she is not being judged.



www.ageuk.org.uk/hertfordshire

01707 323272

Registered charity number 1116662