

Annual Review

Year ending 31st March 2024



Your local charity supporting the over 50s



Contents

4	Executive Summary
5	A Word from our Chair
6	Our Mission & Values
8	Information & Advice
10	Help at Home
12	Dementia & Memory Services
14	Our Impact
16	Support for Carers
18	Support in the Community, Activities & Clubs
20	Retail
21	Fundraising & Marketing
22	Staff, Learning & Development
23	Volunteering
24	Finance
27	The Year in Pictures

Executive Summary



Tony Donovan

Executive Director

Welcome to Age UK Leicester Shire & Rutland's 2023 - 2024 Annual Review.

In many respects the last year was one of the most difficult during my time as Executive Director of Age UK Leicester Shire & Rutland.

The ongoing Cost-of-Living-Crisis not only impacted on the lives of many individuals but on the support services that some of the most vulnerable need and deserve.

The financial challenges facing our local health service and local authorities resulted in massive funding cuts which led to the closure of many essential services.

Increasingly, and often in desperation, people turned to the voluntary sector for help and at a time when the sector had its own challenges to deal with.

Thankfully, through strong financial management, income generation activities and the dedication and commitment of our staff and volunteers, Age UK Leicester Shire & Rutland, as it has done so often in the past, rose to the challenge.

We estimate that during the last year the charity supported, through its many services, approximately 20,000 people. What an amazing achievement and, not only that, but ended the year in surplus meaning we have moved into this new financial year in a relatively strong position.

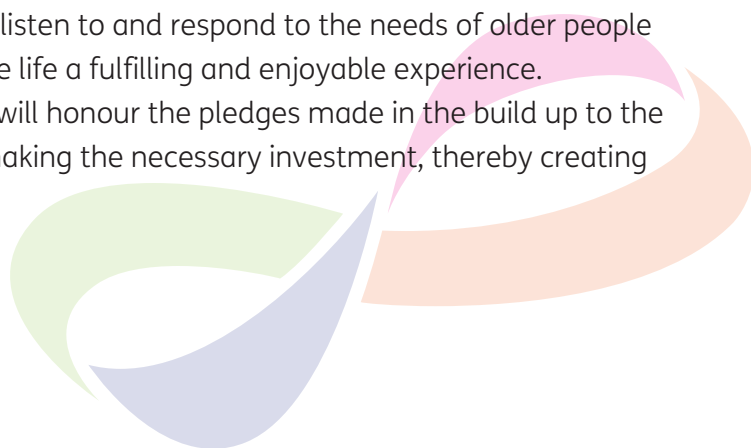
Several notable achievements from last year include:

- Successfully tendered for the Carers Support Service contract covering Leicester city. The contract is valued at **£461,397** and is for 3 years.
- Awarded funding of **£252,180** to continue running our Warm & Wise Energy Project for a further 2 years
- Granted **£30,000** to open a Mental Health Café in Oadby & Wigston
- Created a new Mental Health Services Department
- Launched a Deep Cleaning/Hoarding Service
- Opened a bookshop in Syston

We will continue to work towards ensuring Age UK Leicester Shire & Rutland's long-term financial viability but recognise that, at the same time, we must ensure we retain our focus on meeting the needs of the older people we are privileged to support.

For this reason, we remain committed to continuing to listen to and respond to the needs of older people and their carers to ensure we meet our mission to make life a fulfilling and enjoyable experience.

Looking ahead, we have to hope the new Government will honour the pledges made in the build up to the election by reforming the health and care sector and making the necessary investment, thereby creating a support system we can all be proud of. Time will tell!



A Word from our Chair



Graham Smith
Chair

I am pleased to report that despite the ongoing pressures of the last year, brought about by the Cost-of-Living Crisis, Age UK Leicester Shire & Rutland is probably now better positioned than it has been for a number of years, to meet the unrelenting demand for its services and the impact of demographic change.

Through astute financial management and the implementation of a range of efficiencies across the Charity, we have not only been able to continue delivering long established and essential services but found the capacity and resource to move into new areas of service provision as well.

Very importantly, and for the first time in many years, we ended the year in surplus. A massive achievement set against a backdrop of closures and mergers within the care sector.

I sincerely hope the next twelve months will be better for our sector and the pledges made by the new Government, particularly around social care reform, will not only be implemented but bring the stability and calm our sector needs.

Regardless, be assured Age UK Leicester Shire & Rutland will continue to drive and embrace change in order to make life as fulfilling and enjoyable as it can be for those older people our Charity is privileged to serve.

On a personal level, I would like to say a big thank you to my fellow Board members, and our staff and volunteers for their ongoing commitment.

We are blessed in having such a highly skilled and experienced team.

We can be confident that, through their efforts and dedication, Age UK Leicester Shire & Rutland will remain at the forefront of service delivery for older people across Leicester, Leicestershire & Rutland for many years to come.

On behalf of the Board of Trustees and the Executive team at Age UK Leicester Shire & Rutland, we'd like to extend an enormous thank you to the many people who have supported us and worked alongside us this year.

Our colleagues, volunteers, donors and supporters all make our endeavours to help those who need us the most, possible.

Thank you.



Our Mission & Values

We are Age UK Leicester Shire & Rutland

Age UK Leicester Shire & Rutland is the largest local Age UK Brand Partner in England and we have been providing support to older people for over 70 years. We are part of the Age UK network which has around 125 local Age UKs but we are an independent charity providing services running across Leicester, Leicestershire & Rutland (LLR).

The organisation offers a wide range of services that are designed to enable older people and their carers to live as independently as possible and enjoy a good quality of life.

We are a voluntary organisation working in local communities across LLR to help older people live happier, active, fulfilled and socially-engaged lives.

Our Mission

Our mission is to promote the wellbeing of all older people aged fifty and over, by helping to make life a fulfilling and enjoyable experience.

We are committed to ensuring older people maintain their dignity, independence, privacy and recognise their value as individuals, as well as part of the wider community.

We **aim to develop person-centred services** that reflect the needs and wishes of all older people living across LLR.

Our Values



Safe

keeping people safe from harm



Listening & Involving

understanding and valuing the different perspectives and views that people bring



Caring

treating people with compassion, dignity and respect



Equitable, Fair & Inclusive

valuing and welcoming everyone and enabling participation



Professional & Expert

demonstrating high standards of staff knowledge and experience



Transparent, Reliable & Responsive

meeting and managing expectations in a way that is responsive to need



Person Centred

putting people at the heart of decision making



Well-run

providing effective leadership, management, and governance to deliver safe, effective, caring and responsive services

Our Strategy

3 Year Strategic Plan

2023 - 2026

Our ambitious three-year plan will meet the changing needs of older people, generate new income streams and increase our financial resilience for a sustainable future.

1

Provide high quality services that meet the needs of older people

We will listen to older people and develop services that are effective, relevant and promote wellbeing.

2

Increase financial resilience

We will monitor services and expenditure to assess viability and promote self-sustainable services.

3

Develop new services

We will seek new, financially sustainable funding opportunities to expand our service offer.

4

Further develop sources of revenue & trading activities

We will maximise current income streams and pilot new business opportunities to expand our service offer.

5

Ensure services are inclusive & responsive to the needs of diverse groups

We will review and update services to support the diverse communities we serve.


6

Increase digital communications & pilot e-commerce

We will provide engaging digital content, increase our online presence and pilot online sales.



Information & Advice



“Thank you from the bottom of my heart for your support. I had been going round in circles trying to find someone to make things better”

Information & Advice

The Information & Advice service offers free, independent and confidential information and advice to people over the age of fifty, their families and carers. Our team of trained and experienced advisers provided information and advice on a range of topics such as welfare benefits, adult social care, health care, housing and local services.

£2,032,365
raised in benefit
entitlements

13,313
enquiries
responded to

Moving Forward with Confidence Project

The Moving Forward with Confidence Project offers a person-centred, tailored intervention that is delivered through a combination of befriending and information and advice services. The project supports older people to achieve positive outcomes that focus on regaining confidence and increased physical, mental and financial wellbeing.

Individuals were visited in their homes to discuss their situation and how their health conditions affected their ability to do day-to-day tasks, including personal care and looking after the house. Our adviser asked them questions to gather this information and then completed the Attendance Allowance or PIP form on their behalf. The advisor explained how clients could get in touch if they had further questions and supported the clients throughout the application process. Where other issues were discovered during the home visit, for example, poor insulation, the advisor signposted the clients to other help we could provide or other relevant organisations.

The Bradbury Centre

The Bradbury Centre at Clarence House, Humberstone Gate, Leicester enables older people, family carers and members of the public to have easy access to information and advice.

The Bradbury Centre very much acts as the first point of contact for individuals, when they do not know where to turn or are facing a crisis. The support given enables them to navigate the care, health and benefit systems and there is always someone to talk to them face to face. This is one thing individuals comment on, "there is always someone to talk to".



3,800
individuals
supported



40 events
with **492**
attendees

Last Orders Project

The Last Orders Project works in partnership with Turning Point and raises awareness of responsible drinking and the problems associated with substance misuse. We delivered many workshops and interactive sessions to discuss alcohol use and promote wellbeing.

Joining Forces Project

The Joining Forces Project provides support for veterans over the age of fifty and their families. We offered a regular programme of face-to-face events, cafes and outings as well as one-to-one support. The project aimed to both reduce the levels of social isolation and loneliness experienced by older veterans and encourage them to re-engage in local community activities. We also worked in partnership with Rutland County Council and Cottesmore Academy School, to develop an Intergenerational Friendship Club, which was based at Cottesmore Academy Primary School, Kendrew Barracks and enabled children from the school and veterans living locally to socialise and develop links across the generations.



311
individuals
supported

Deprivation of Liberty Safeguards (DoLS)

We continued to provide a Paid Persons Representative Service, for individuals who are living in residential care, respite or a hospital setting but lack the mental capacity to consent to the arrangements associated with their care. The DoLS service is operated on behalf of Leicester City Council and Leicestershire County Council.



135
individuals
supported

Menopause Awareness Raising Service

The Menopause Awareness Raising Service has been commissioned across Leicester, Leicestershire & Rutland to raise awareness and understanding of the menopause, deliver dynamic awareness raising sessions that empower discussions about the menopause and create a culture where everyone is menopause aware so that no one has to suffer in silence.

The main areas of service delivery included, primary/secondary health and social care, local organisations, community groups and local businesses and employers.



Delivered
157
events reaching
2,810
individuals

Help at Home



**“She leaves my home,
and me, all the better
for her visit”**

Home Care

Our Home Care Service provides high quality, responsive care and support to help our customers remain independent, safe and comfortable in their own homes. Support is tailored and flexible to our customers' needs and includes help with domestic tasks, companionship, footcare, handyperson, gardening, personal assistants and home-based respite services.

This year, we were excited to introduce our specialist Deep Clean service, offering more intensive support including decluttering, clearing of spaces and carpet cleaning. Additionally, our staff started undergoing specialised training to better support individuals with hoarding disorders, to ensure a compassionate and effective approach to care.

37,000
hours of Home
Care provided to
1,903
individuals

Personal Assistants

From domestic cleaning and household management to shopping and trips out, our Personal Assistants provide a complete home support service to customers across Leicester, Leicestershire & Rutland. Our staff are hand-picked for their personal qualities and trained to support clients in a person-centred way, so they can offer support with a wide range of activities which are prioritised by the client.

1,334
hours of
Personal
Assistance

Footcare

Age UK Leicester Shire & Rutland provides a Footcare Service to help older people with nail cutting, which has proved to be a much needed and welcome addition to our range of services. It supports older people to maintain their health and reduces the need for more intensive podiatry services.

1,303
hours of
Footcare



5,587
hours of
Handyperson/
Gardening

Handyperson & Gardening

Our Handyperson & Gardening Service provides professional, skilled and experienced help with home and garden maintenance. Our customers can be reassured that they are receiving a service from trustworthy, vetted staff at a fair and transparent cost. We offer a “no job too small” approach to home repairs and maintenance, providing help with odd jobs such as fitting handrails and grab rails, putting up shelving and curtain rails, and fitting smoke alarms. We also carry out larger jobs such as decorating and exterior work for which we offer a free, no-obligation quote.

Our team of gardeners provide help with general garden maintenance including grass cutting, trimming hedges, pruning, weeding, and tidying flowerbeds.



5,302
hours of
Companionship

Respite

We have almost 20 years’ experience of providing community-based respite services. This service involves providing company for people either at home or on trips out into their local community, whilst allowing their carer some well-earned time for themselves.



43
Clearances
undertaken

House Clearance

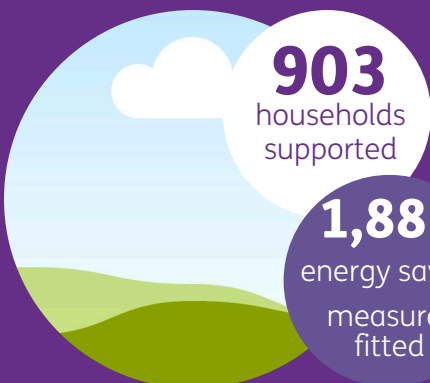
We offer a professional House Clearance Service across Leicester, Leicestershire & Rutland to clear houses of unwanted items. There are plans to develop the service, with an aim to make it a full-time operation.



1,249
items fitted

Small Adaptations Service

In conjunction with local authority partners, the Small Adaptations Service supplies and fits a variety of carpentry and joinery adaptations to older people’s homes including wooden hand rails, steps and ramps. In June 2023 our tender application was successful for a place on the new Leicestershire County Framework of providers, enabling us to continue to provide this service in the County for another two years.



903
households
supported

1,881
energy saving
measures
fitted

Warm and Wise

In partnership with Age UK Nottingham & Nottinghamshire, and Age UK

Lincoln & South Lincolnshire, the Warm and Wise Project aims to support people aged over 50 to stay warm at home for less money through practical interventions as well as information, advice and signposting to other relevant services.

As the two-year contract came to a close we were awarded funding of £252,180 to continue running the project for a further 2 years.

Dementia & Memory Services



**“You make everyone
feel important”**

Dementia Support Service

Our Dementia Support Service provides tailored information and advice to people living with dementia and their supporters/carers living in Leicester city and Leicestershire. In addition to the one-to-one service, we provide post diagnostic information sessions, memory cafes, social groups, Cognitive Stimulation Therapy and carer learning.

Post diagnostic information sessions are one-off sessions (online and face-to-face) where people can be connected with others who have just received a diagnosis and also receive key information to support them with planning for the future.

Our carer learning sessions are a great support to carers of people with dementia, providing them with information, but also facilitating peer support, so they don't feel so isolated in their caring role.

In the last financial year, the Dementia Support Service has set up 2 new memory cafes in Shepshed and at the King Power Stadium meaning we run a minimum of 22 memory cafes and social groups every month. We have also supported multiple community groups to set up their own memory cafes, including groups in Thurnby and Glenfield. We have provided Dementia Awareness training to multiple organisations including the Somali Development Centre, the Bangladeshi Youth and Cultural Shomiti, Leicester Recovery College and Leicester City Football Club.

3,677
people supported

775
people attended
memory cafes and
social groups

315
memory cafes and
social groups held

Memory Advice Service

Our Memory Advice Service supports people who have not been diagnosed with dementia but who are either worried about their memory, on the waiting list to attend the NHS Memory Assessment Service or have been diagnosed with Mild Cognitive Impairment (MCI).



In the last year, the service dealt with 365 referrals from people affected by memory difficulties and their carers, of which approximately 15% of people were under 65 years old. The service provides information about what happens at the Memory Assessment Service, memory strategies, information about support they can access and the steps they can take to plan ahead, such as setting up Lasting Power of Attorney.

An exciting achievement of this service has been setting up our Bright Sparks Social Cafe, a peer support group specifically for individuals living with MCI. This is a lifeline to people who often feel there isn't support out there specifically for people with MCI. 21 people currently attend this group.

76
sessions
held

Rutland Dementia Support Service

Working in partnership with the Rutland Admiral Nurse Service, our Dementia Support Service in Rutland supports people who are awaiting or living with an early diagnosis of dementia and their carers, providing information, advice and access to a wide range of activities and support.

Activities include Time In Nature - a chance to be out and about in natural surroundings, Maintenance Cognitive Stimulation Therapy and memory cafes.

Harjit's Story

Before discovering Age UK Leicester Shire & Rutland, I was overwhelmed by the responsibility of caring for both my mum, who has Parkinson's, and my dad, who has Alzheimer's. Balancing their needs with my demanding job was exhausting, and the stress took a toll on my health and well-being. Despite my best efforts, I found myself in a dark place, feeling lost and unsure of how to continue providing the care my parents needed.

Contacting the Dementia Support Service marked a turning point for us. The Support Worker I spoke with was incredible. Her kindness, patience, and understanding provided me with support during one of the most challenging times in my life. She carefully listened to our situation, offering practical advice that I could immediately put into action. Within days, with her guidance, I was able to set up a comprehensive care package for my parents.

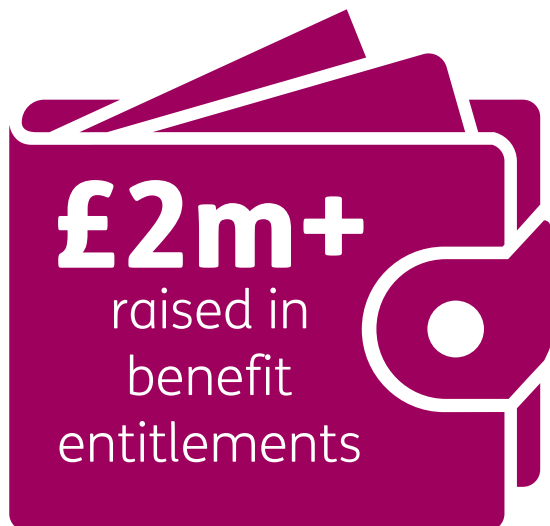
"I am immensely grateful for the positive impact they've had on our lives."

The support I received extended beyond just practical advice. She shared her own experiences, offering valuable tips on how to care for my parents, which was incredibly reassuring. Knowing that someone understood not only my parents' needs but also the emotional strain I was under made all the difference.

Their support has not only improved the quality of care for my parents but has also allowed me to find peace and regain a sense of normalcy in my own life.



Our Impact



37,000
hours of Home Care
provided to **1,903**
individuals



775
people attended
dementia memory
cafes & social groups



895
households supported to
stay warmer with **1,881** free
energy saving products



£824,000

awarded in grants, bids
& tenders



730
active volunteers





£240,000

claimed in Gift Aid



1,404

Day Club sessions



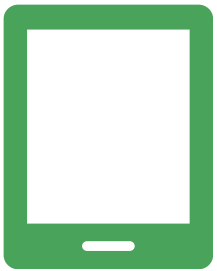
13,313

enquiries responded to



710

unpaid carers



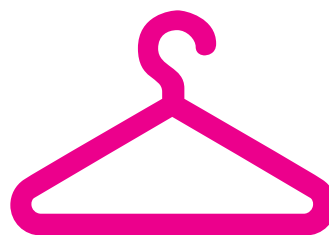
606,006

social media reach
from **814** posts



3,667

people received
support from our
Dementia Support
Service



46,000

bags of donations
to our retail stores



5,587

hours of Handyperson/
Gardening services
provided

A diverse group of people, including men and women of various ages and ethnicities, are smiling and laughing together outdoors. They are dressed in casual clothing like t-shirts, jeans, and a denim jacket. The background shows trees and a bright, sunny sky. A green banner at the top contains the text 'Support for Carers'. A green box at the bottom right contains a testimonial quote.

Support for Carers

**“Thank you for listening...
I feel more like myself
rather than a carer for the
first time!”**

**“Thank you for listening...
I feel more like myself
rather than a carer for the
first time!”**

Leicester Carers Support Service

Our Leicester Carers Support Service provides support and information for carers aged over the age of eighteen if they care for someone living in the city of Leicester.

The service offers one-to-one support, carers cafes, support groups, carer learning, access to carers breaks and outings.

In June 2023, Carers Week focused on the theme of carers in the community.

We were invited to talk to 25 Barclays Bank staff, training them on carer awareness and getting involved in celebrating Carers Week with them.

We promoted the service on Leicester Community Radio and worked alongside Voluntary Action South Leicestershire (VASL) to raise awareness of the role of unpaid or family carers at the Leicester Royal Infirmary.

We worked alongside Leicester City Council to encourage the Hospital Discharge Grant Scheme for carers.

A Carers Park Run group was established, which is a monthly Saturday morning group, which walks the 5k around Leicester's Victoria Park, as part of Park Run. The group has given carers the confidence to arrange to do the run with each other outside of the group and firm peer support and friendships have been created, as the group support each other through the ups and downs of caring, including end of life care for their partners.



710
unpaid carers
supported



463
social groups
and sessions
held

Rutland Carers Support Group

Our Rutland Carers Support Group is a monthly social group for people to come together and to meet those in a similar situation.

The group is held on the last Wednesday of the month and is an opportunity for a morning away from caring responsibilities to share life and its ups and downs over a cup of tea.

There is an opportunity to share concerns and information, signpost as appropriate and enjoy the occasional speaker or light hearted activity such as a quiz.



197
individuals
attended

June's Story

June* was referred to the Carers Service by her social worker, following a Carers Assessment that revealed she needed more support. June had quit her job seven years ago when her mum first became ill, so she could provide full-time care. However, as the years passed by and her mother's health deteriorated, June needed more support to help her care for Mother who was now 93 years old and required end-of-life care.

Although Adult Social Care provided paid carers three times a day, June felt the half-hour visits were insufficient for her to run errands or have time for herself, and she was now starting to crack under the strain. The Age UK Leicester Shire & Rutland Carers Support Worker (CSW) suggested paying for respite care but June could not afford it and she felt hesitant about approaching Adult Social Care again for more support, even though it was desperately needed.

With June's consent, the CSW contacted Adult Social Care asking for a re-assessment of June's needs as a Carer and additional respite support. Following the reassessment, June was allocated four hours of respite per week, split into two afternoons.

When June got this news, she was so relieved:

“It will be so good for me; I’ll be much calmer and it will be good for me to have a break from my 24/7 caring role.”

**Image and name changed for anonymity*

Support in the Community, Activities & Clubs



***"I enjoy the company,
and it's nice to be able to
laugh again."***

Befriending

Our Befriending Services provide a combination of face-to-face and telephone support to isolated older people across Leicester, Leicestershire and Rutland. The service includes the Moving Forward with Confidence project (dovetailed with Information & Advice) and Northwest Leicestershire Befriending which is provided with the support of the District Council.

In Rutland, we continue to provide a Befriending service that is funded with a grant from the NHS to support isolated older people.

236

older people
received regular
contact with a
Befriender

131

Befriending
volunteers

Community Resource Centres

We have three Community Resource Centres, Clarence House in Leicester, The Earl Shilton Centre and Gloucester House in Melton Mowbray, all of which offer a range of daytime activities, clubs and support.

In October 2023, Clarence House was successful in obtaining funding for new carpet tiles to be installed in Seasons Cafe, aiding in the refreshed look and feel of the cafe which is a popular destination for those who visit the building.





1,404
DayClub
sessions

Day Clubs

Our Day Clubs (formerly known as Day Care) support people with a wide range of needs, including people living with dementia, long term health conditions, physical disabilities, reduced mobility, mental health needs and learning disabilities. They operate in venues across Leicester and Leicestershire and provide an opportunity for older people to remain socially active in a caring and supportive setting as well as providing informal carers with a regular break.

Our members enjoy and greatly look forward to attending the Day Clubs that have lots on offer from events and outings, to entertainment. Recently two of our Day Clubs joined together for the day to celebrate Easter, with a visit from a petting zoo and a buffet in the afternoon. Members really enjoyed meeting others from another Day Club.

Our garden centre trips are very popular especially with afternoon tea and cake. Students from our local universities and colleges volunteer on placements at all our Day Clubs, and members are very engaged with the students and the activities they provide.

Measham Neighbourhood Mental Health Café

In August 2023, we launched our first Neighbourhood Mental Health Café in the village of Measham in Northwest Leicestershire.

This is part of a growing network of community based mental health support that is being funded by Leicester Partnership Trust across Leicester, Leicestershire and Rutland.

Neighbourhood Mental Health Cafés offer a safe space where people can access help and support with their mental health.

Our Measham café has a group of 3 staff who are on hand to listen and provide practical support.



239
individuals
supported

Digital Champions

During 2023, Age UK Leicester Shire & Rutland continued to support older people to improve their digital skills as part of a national program that was co-ordinated by Age UK. The service provided personalised support with basic tasks such as phone settings, connectivity and using apps to reduce isolation and improve access to information. This was provided through a combination of one-to-one support, awareness raising events, and social drop-ins until the project contract ended in December 2023.

2,200
individuals
reached

Men & Women in Sheds

Located in Rutland and Charnwood, our two Men & Women in Sheds projects offer a place to enjoy practical pursuits with woodwork, metalwork and pottery as well as social connection, peer support and friendship.

During the year, the Charnwood Shed Launched a regular weekly pottery drop-in that has made excellent use of the equipment that was funded by a grant from Pukka Pies.



700
sessions offered
across our two
Sheds

Retail



We have a strong portfolio of 26 shops, soon to be 27 with the launch of a brand-new eBay shop. Our shops provide local communities with a destination to donate their pre-loved goods, shop sustainably for clothes, books, bric-a-brac and furniture, or volunteer.

We are lucky to be supported with an established volunteer workforce, of 412 volunteers. We have 5 volunteers with over 30 years' service, 14 with over 20 years' service and 62 with over 10 years. Our volunteers are the lifeline to our retail operations and we are immensely grateful for their ongoing support and dedication.

Retail sales and Gift Aid were very buoyant throughout the year and we delivered a very respectful +8% vs the previous year.

We claimed over
£240,000
in Gift Aid

Over
1.5
million
units sold

We sold
125,000
paperbacks - that's
342 paperbacks
sold every day!

46,000
bags were
donated to
our shops

We served over
500,000
customers

Fundraising & Income Generation



In the last financial year, fundraising has raised a whopping £449,912. It was another busy year with the annual Glastonbudget record attempt and our flagship fundraiser charity golf tournament, which took place in September and raised £11,747.



We were delighted to hear about the national partnership with Dunelm in January. A relationship that has been built on a local level, has now blossomed into a 3-year commitment from Dunelm to the Age UK network across the country. As always, we are indebted to all our supporters for their commitment, enthusiasm and financial support over the past year, which continues to prove challenging with the Cost-of-Living Crisis still affecting people's finances. This year has seen many successes for our Income Generation Team working on bids and tenders, particularly in retaining key contracts such as the Warm & Wise Project, Carers Support Service and Small Works Tender (fitting joinery adaptations into residential dwellings to keep people safe at home). The reinvigoration of the Age Co brand, a trading arm of National Age UK, has led us to join forces to promote their wide range of products and services specifically designed for older people. The products help people make the most of later life and includes stairlifts, personal alarms and bathing solutions. This alliance will not only enable local older people to benefit from their carefully selected products and offers but also, all profits are shared between National Age UK and the local partner, providing essential unrestricted income to keep key local services running.



Fundraising
generated over
£449,000

£824,500
achieved in
bid writing &
tenders

Marketing & Communications



We have continued to use a variety of traditional and digital marketing to promote our services, recruitment, volunteers, events and fundraising.

We have been actively using social media, publishing engaging and informative content to raise awareness of our charity. Our presence on social media continues to grow and we now have a combined 8,796 followers across our Facebook, X, Instagram and LinkedIn platforms, an increase of 12% on the previous year.

Throughout the year, we have also received over 60 pieces of media coverage including broadcasts by ITV Central, BBC Radio Leicester and East Midlands Today as well as coverage in local and hyperlocal publications and online news sites. Topics and stories covered include our Spread the Warmth appeal, Volunteers' Week and our Wills Campaign.

606,006
social media
reach from **814**
posts published

Staff, Learning & Development

We continue to retain a strong workforce with over 334 paid staff members.

Progress continues to be made in enhancing staff retention efforts. In December 2023, the implementation of the Health Cash Plan for all employees marked a significant step forward. Additionally, a comprehensive review of rewards and benefits is currently underway.

Throughout the year, a key focus has been on enhancing the new starter experience, with the introduction of a new starter feedback survey providing positive insights into the onboarding process.

Efforts to establish the organisation as a Menopause Friendly Organisation commenced, with the appointment of 6 new Menopause Champions. The goal is to achieve accredited status by the end of 2024.

Following an evaluation of training delivery methods, it was agreed by managers and staff that in-house face-to-face courses were well-received. This approach not only facilitated effective training but also provided opportunities for staff to connect with colleagues from various departments.



334
staff

195
free courses
available online
for staff and
volunteers

Volunteering



We are very thankful to all our volunteers, as the organisation would not run without the dedication, time, and commitment of these amazing individuals, many of whom provide weekly support. We offer a variety of volunteering opportunities as well as providing support for work placements and student placements across many of our services.

In June, we celebrated Volunteers' Week, various events and initiatives were organised by line managers to show appreciation including thank you certificates and tea parties.

There has been an increase in the number of volunteers from the previous year, the current headcount is 730.

The focus for the year has been recruitment drives for shops and Day Clubs struggling to recruit long-term volunteers and continuing to promote volunteering at university and college open days to attract and recruit students. The outcome is benefitting from a more diverse volunteer workforce offering transferable skills and career related experiences. It also improved the working relationship between the charity and universities/colleges, enabling us to attract more work placement students in the long run.

We also worked with the marketing team to update the volunteering webpage, attempting to make it more appealing and informative using more images, quotes from volunteers, case studies, and a shorter form for general enquiries into volunteering.



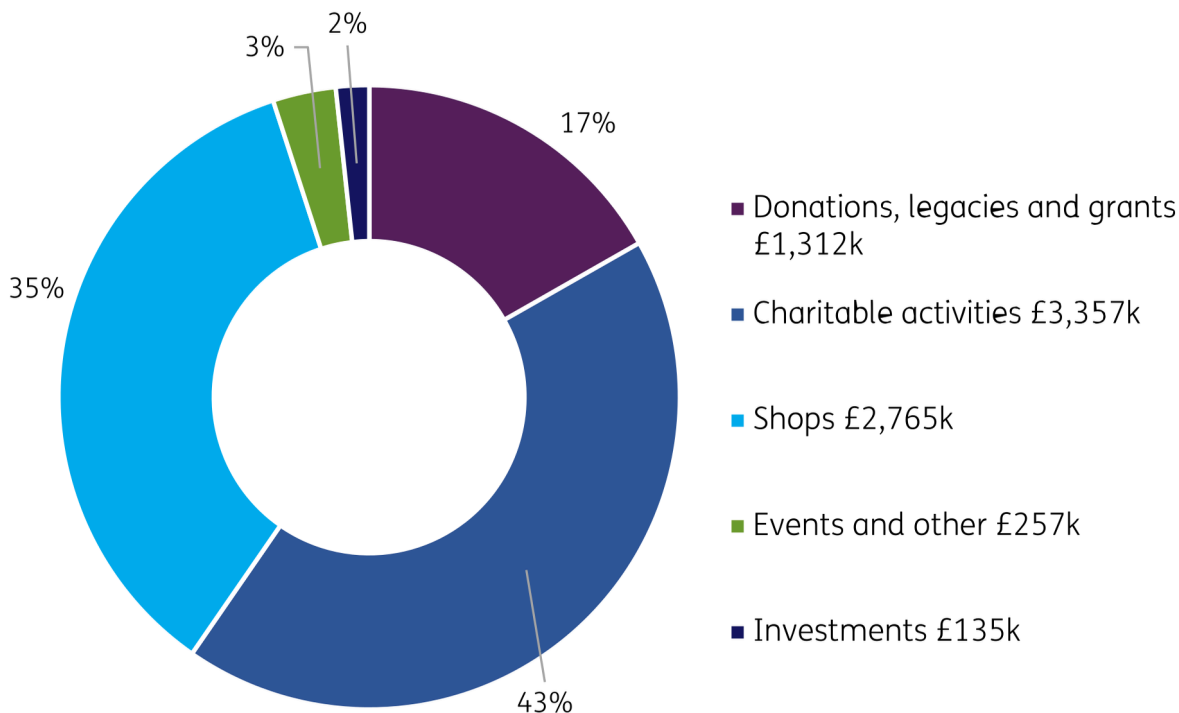
Over
730
active
volunteers

55
work
placements
completed

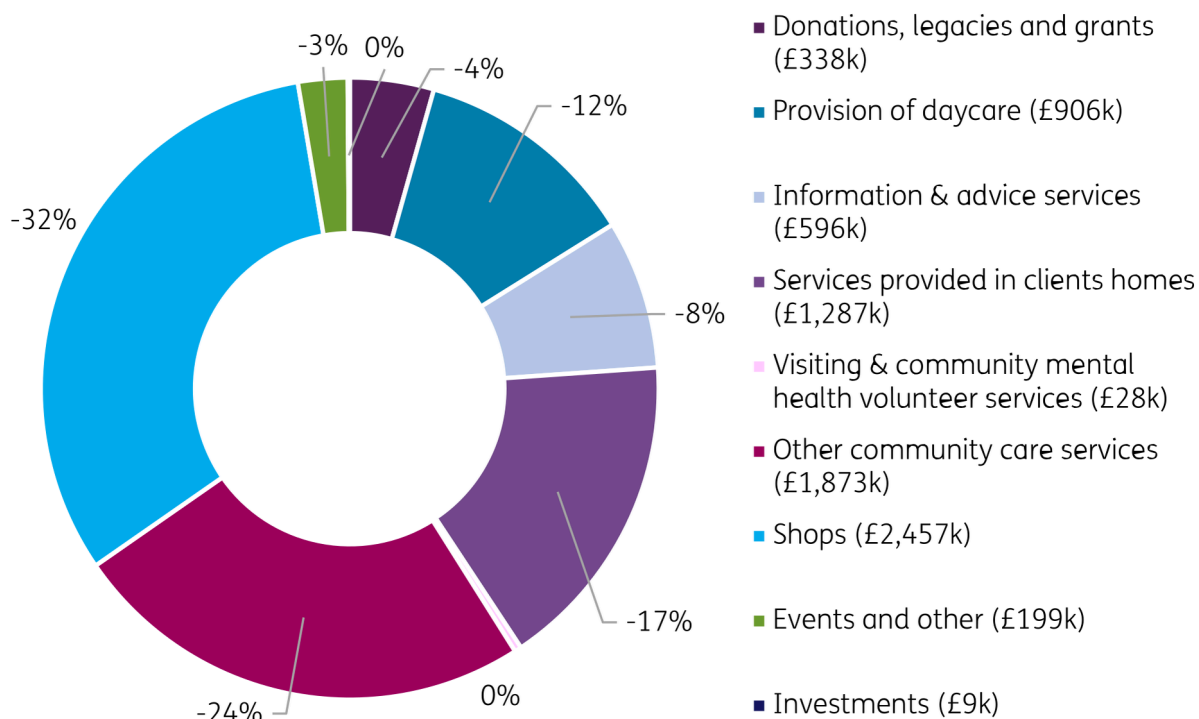
Finance

Income & Expenditure

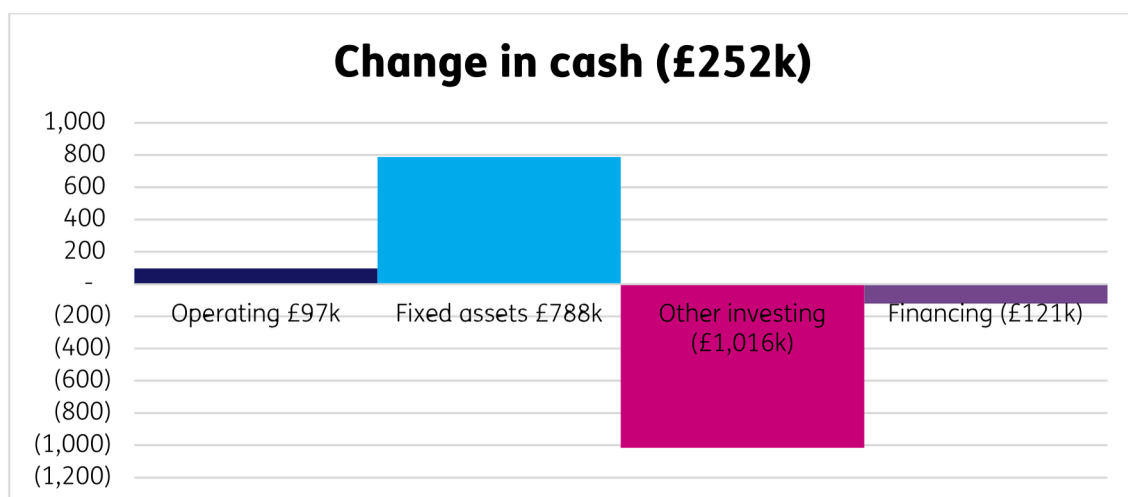
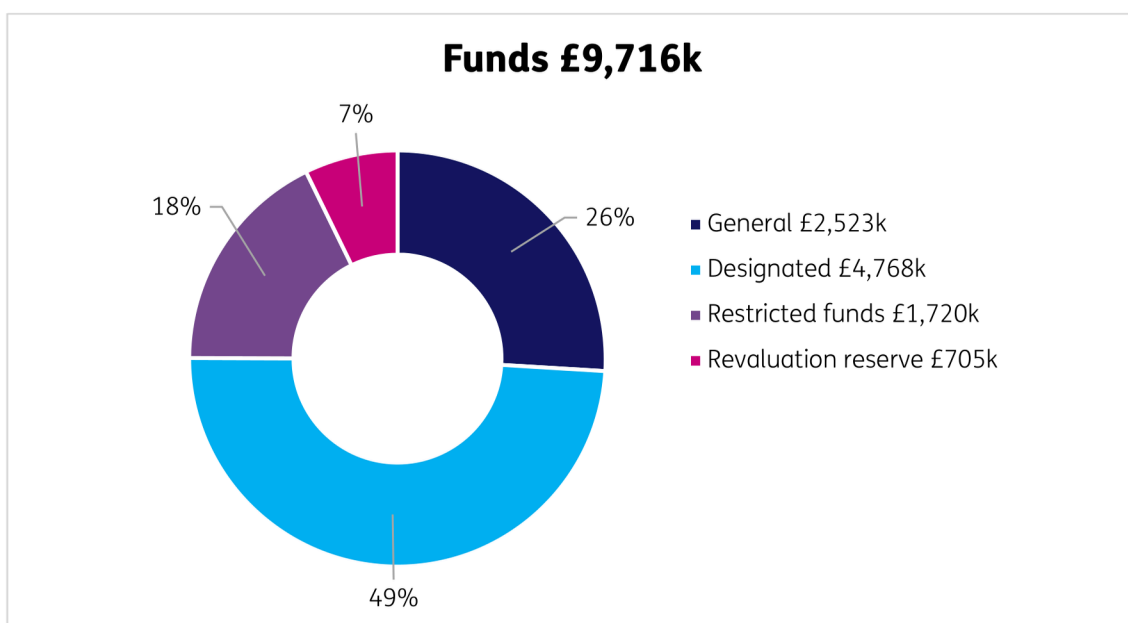
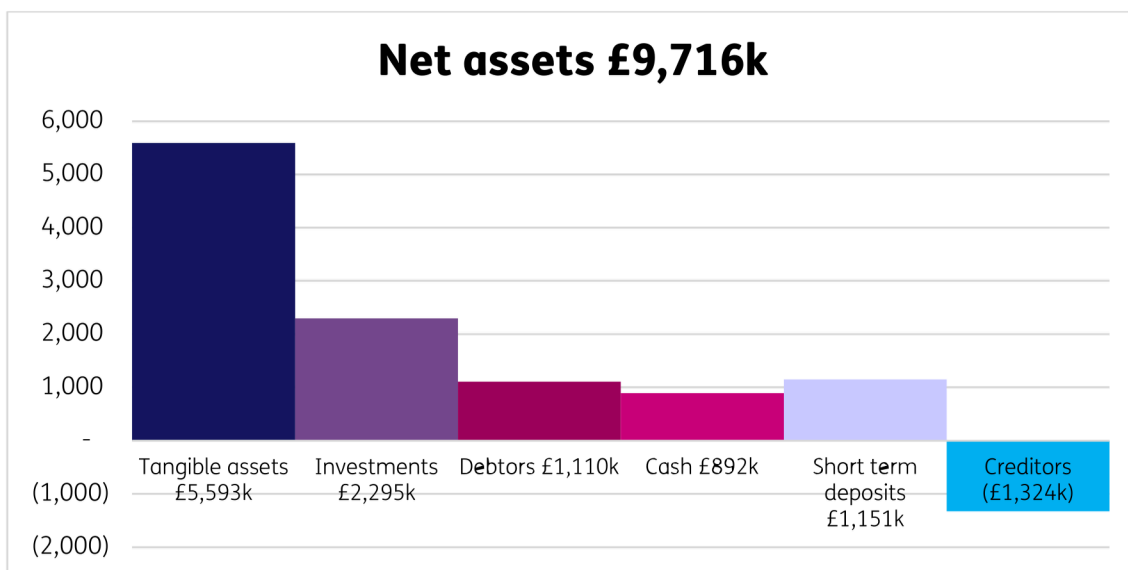
Income £7,827k



Expenditure (£7,693k)



Breakdown of Income



Group statement of financial activities		
For the year ended 31 March		
	FY24	FY23
	£000	£000
Income		
Donations, legacies and grants	1,312	899
Charitable activities	3,357	3,220
Other trading activities	3,023	2,805
Investment income	135	95
	<u>7,827</u>	<u>7,018</u>
Expenditure		
Raising funds	3,003	2,733
Charitable activities	4,690	4,612
	<u>7,693</u>	<u>7,345</u>
Net gains on investment asset	206	(23)
Net movement in funds	340	(350)
Fund balances brought forward	9,377	9,727
Fund balances carried forward	9,716	9,377

Group balance sheet		
As at 31 March		
	FY24	FY23
	£000	£000
Tangible assets	5,593	6,460
Investments	2,295	2,095
	<u>7,887</u>	<u>8,556</u>
Current assets		
Debtors	1,110	818
Cash at bank and in hand	892	1,143
Short term deposits	1,151	-
	<u>3,152</u>	<u>1,961</u>
Liabilities		
Creditors within one year	927	698
Net current assets	<u>2,225</u>	<u>1,264</u>
Total assets less current liabilities	<u>10,113</u>	<u>9,819</u>
Creditors more than one year	397	443
Net assets	9,716	9,377
Funds		
Unrestricted funds		
General	2,523	3,210
Designated	4,768	3,816
	<u>7,291</u>	<u>7,026</u>
Restricted funds	1,720	1,722
Revaluation reserve	705	628
Total funds	9,716	9,377

The figures within this section are draft and subject to final audit adjustments.
The final Trustees Report and Financial Statements can be found on Companies House
(<https://find-and-update.company-information.service.gov.uk/company/07844309>).

The Year in Pictures



April

Jaishri completed the London Marathon 2023, raising money for Age UK Leicester Shire & Rutland.



May

Our shops created some brilliant window displays to commemorate the King's Coronation.



June

Leicester Carers Support Service celebrated Carers Week.



October

The Great Hall at Clarence House was transformed with decorations to welcome guests for a spook-tacular Halloween Afternoon Tea event.



July

McCarthy Stone volunteered their time supporting us with DIY tasks, gardening, and general maintenance.



August

Pure Homecare raised £1,711 by completing an incredible 40-mile walk in aid of our Dementia Support Service.



September

We raised a grand total of £11,747 at our annual charity golf tournament.



November

Our Gloucester House community centre in Melton Mowbray hosted one of its much-loved afternoon tea events.



December

Christmas celebrations were held across the charity.



February

Leicestershire Quilters kindly donated handsewn quilts for our Spread the Warmth campaign.



March

We opened our new System Bookshop, our 26th retail store.

January

A group of older people tucked into a delicious three-course meal for free, thanks to diners at French restaurant Bistrot Pierre.



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www.ageukleics.org.uk



Age UK Leicester Shire & Rutland is a charitable company limited by guarantee and registered in England and Wales (registered charity number 1146649 and registered company number 7844309)
Registered office: Lansdowne House, 113 Princess Road East, Leicester LE1 7LA.