

Annual Review

Year ending 31st March 2025

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 2024 - 2025 Annual Review.

Over the past year, charities have faced growing challenges – from rising operational costs and reduced household donations, to policy changes like the increase in Employers' National Insurance Contributions and all at a time when demand for services has dramatically increased.

Inevitably, this led to the closure of many essential services, or in some cases, the merger of charities with similar objectives or sadly their demise.

To avoid being part of what is happening around us and to ensure Age UK Leicester Shire & Rutland's long-term future, we have been very proactive over the last twelve months.

Acknowledging that the cost-of-living crisis was not just going to go away, we had the courage to make difficult decisions where they were needed whilst reviewing every part of our charity to make sure it was fit for purpose going forward, delivering services that continue to meet the changing needs of an ever-increasing older population

Our services and the organisation's infrastructure were streamlined, new partnerships forged with statutory, corporate, and voluntary organisations, investment strategies reviewed, and potential income generation activities explored and, in some cases, introduced.

Thankfully, as a result of actions taken and legacies received, we ended the last financial year with a £83,000 surplus.

What a fantastic achievement when you consider the many external challenges Age UK Leicester Shire & Rutland faced!

Not only that but thanks to the dedication and commitment of our Trustees and staff group, there were other notable achievements which included:

- Negotiating with statutory partners a twelve-month extension for the Memory Advice & Dementia Support Service
- Being awarded funding to develop our third Neighbourhood Mental Health Café in Melton
- Successfully applying for **£20,000** from Melton Borough Council to refurbish Gloucester House, our Community Resource Centre in Melton
- As part of our Home Care Support, developing a Deep Cleaning & Hoarding Service for older people struggling to maintain their own homes
- In partnership with National Age UK, opening a superstore on Freemans Common, Leicester aimed at generating money to support services delivered by both the National and local Age UKs
- In partnership with Age UK Northamptonshire, opening a superstore in Market Harborough to assist with meeting the costs of services delivered by both local charities

Whilst we can take great pride in what was achieved, we cannot afford to be complacent.

All the indicators are that this new financial year will not be any easier as costs continue to rise and with the danger of potential donor fatigue.

As ever, we aim to show courage, dedication, and entrepreneurialism in all that we do in order that we remain at the forefront to older people living across Leicestershire and Rutland for many years to come.

A Word from our Chair



Graham Smith
Chair

The charity sector has been under immense pressure over the last few years with the Cost-of-Living Crisis hitting hard, leading to a huge drop in income when the demand for services has never been so great.

As has been the case in the past, if the sector is to survive, it must show resilience and adapt to changing times and much greater expectations.

Here at Age UK Leicester Shire & Rutland we have begun that process. Every part of our Charity is currently under review.

Inevitably, this will lead to difficult decisions but at the end of it we will have a much leaner, fit for purpose organisation, better equipped to deal with the challenges that lie ahead and, most importantly, a structure that ensures our long-term sustainability.

In looking to the future, we have evolved our strategies to ensure they continue to meet our mission; we have streamlined our infrastructure by investing in new Finance, HR and Purchasing systems, reviewed our investments to deliver long-term sustainable returns, and moved into new areas of care provision and retail activity.

It is when an organisation is faced with the sort of challenges we have encountered over the last 12 months that you really see it's quality. We are blessed to have such dedicated and highly skilled staff and volunteers who have continued to deliver essential support to vulnerable older people during what has been a very difficult time for all of us.

I would also like to thank a number of local businesses, charitable trusts, and individuals for their financial support. We are now in a much better position than many other charities at this time.

I have now completed my term as Chair of Age UK Leicester Shire & Rutland and will shortly stand down to be replaced by one of my fellow trustees.

I want to take this opportunity to thank my fellow trustees and the staff group for the support and guidance they have given me during my period of tenure. I have thoroughly enjoyed the experience and feel confident Age UK Leicester Shire & Rutland will remain at the forefront of service delivery across the geographical area we are privileged to serve.

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.

This includes our colleagues, volunteers, donors and supporters - your invaluable contributions have enabled us to continue our vital work.

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



“I really appreciate all your support and how hard you worked at filling in the application form with me. You put me at ease.”

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.

£1,565,728
raised in benefit
entitlements

301
people helped
with benefit
applications

Moving Forward with Confidence Project

Through our Moving Forward with Confidence project, funded by the National Lottery, we continue to support people with complex needs in areas such as income maximisation, social care, housing, and residential care. Staff assisted many older people with benefits applications, including Attendance Allowance, Personal Independence Payment, and Pension Credit, supporting 301 people over the year.

Our Information & Advice Department saw a sharp rise in Pension Credit inquiries after changes to Winter Fuel Payments were announced. Many people who had never considered asking for a benefit check before sought help due to concerns over rising energy costs.

In autumn, we also partnered with Leicestershire County and Leicester City Councils to raise awareness of Pension Credit and assist with applications.



The Bradbury Centre

The Information Hub at the Bradbury Centre continues to offer accessible advice and support for older people, carers, and the wider public. Since July 2024, staff have seen a sharp rise in enquiries from City residents about Winter Fuel Payments, Pension Credit, and benefit checks.

A growing number of people are also struggling to complete online forms, often due to not having an email address or access to the internet, highlighting the ongoing digital exclusion faced by many older people.

Last Orders Project

The project continues to work with Turning Point to deliver presentations to local organisations, raising awareness around substance misuse.

Our Community Engagement Workers have delivered numerous presentations in venues such as libraries, GP surgeries, foodbanks, and at community events including the Loughborough Wellbeing Event and Civil Military Board Meeting.

Winter Fuel Payment Campaign

Throughout the year, we've continued to support national Age UK campaigns aimed at protecting older people.

Since the end of July 2024, Age UK has actively campaigned against the Government's proposed changes to Winter Fuel Payments, which were announced with little warning. Many older people rely on this support to manage rising energy costs and the sudden change risked leaving around two million pensioners, particularly those just above the Pension Credit threshold, struggling to cope.

The campaign gained significant public backing, with Age UK collecting and delivering a petition of 650,000 signatures to the Government. It also encouraged older people to check their eligibility for Pension Credit, helping many access additional financial support during a time of growing concern over energy bills.

Deprivation of Liberty Safeguards (DoLS)

We continue to provide a Paid Personal Representative Service on behalf of Leicester City Council and Leicestershire County Council. The service provides essential support for clients who are living in residential care or hospital settings but lack the capacity to consent to the arrangements for their care.

Menopause Awareness Raising Service

Commissioned by Leicester City Council Public Health, the Menopause Awareness Raising Service (MARS) aimed to improve understanding of menopause across Leicester, Leicestershire, and Rutland. The project focused on educating health professionals and employers, empowering women to seek support, and highlighting barriers to care.

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

1,286
interventions
held

105
events with
2,178
attendees

650k
signatures
collected

112
individuals
supported

160
events reaching
5,400
attendees



Help at Home



“I admire the way they respond to any task and I feel I have gained two new friends.”

Home Care

Our Home Care service continues to deliver high-quality, flexible support to help older people remain independent, safe, and comfortable in their own homes. We offer personalised assistance tailored to individual needs, including help with domestic tasks, companionship, footcare, handyman services, gardening, personal assistants, and home-based respite care.

Over the past year, we have developed and strengthened our specialist Deep Clean service, providing intensive cleaning support to older people. This includes decluttering, space clearing, and carpet cleaning, helping them to live safely and comfortably in their homes. Building on this success, we are expanding our expertise to offer specialist support for individuals with hoarding behaviours. Our staff are receiving enhanced training to ensure a compassionate, understanding, and effective approach whilst supporting people with dignity and respect.

This winter, we also launched a successful six-week pilot project in partnership with University Hospitals Leicester. Our Discharge and Resettlement Service supported patients in the Emergency Department by enabling safe and timely discharge during the busiest period of the year. By assisting patients to settle back into their homes quickly and safely, we helped ease pressure on hospital services while improving outcomes for older people.

39,500
hours of Home Care
provided

2,084
People
supported



1,363
hours of
PA Support

Personal Assistants

Our Personal Assistants (PA) offer a complete home support service, providing help with domestic cleaning, household management, shopping, and community trips across Leicester, Leicestershire, and Rutland.

Trained to be adaptable and responsive, our Personal Assistants empower people to choose how they spend their time and prioritise the support they need to maintain independence and well-being



1,548
hours of
footcare

Footcare

Our footcare service continues to be a much-needed and valued addition to our offer, helping older people with routine nail cutting. By providing this accessible service, we help our clients maintain good foot health, improve mobility, and reduce the need for more intensive podiatry interventions.

Handyperson & Gardening

Our Handyperson and Gardening teams offer professional, trustworthy support for home and garden maintenance. Customers can be confident that all work is carried out by vetted, skilled staff at a fair and transparent cost.

We offer a "no job too small" approach, providing help with everyday tasks such as fitting handrails, installing curtain rails and smoke alarms, as well as larger projects like decorating and exterior maintenance, for which free, no-obligation quotes are available.



6,077
hours of
Handyperson/
Gardening

Respite

With over 20 years of experience, our community-based respite services continue to provide essential support. Our trained staff offer company and engagement either at home or on trips into the community, allowing unpaid carers to take valuable time for themselves while knowing their loved one is in safe, compassionate hands.



Warm and Wise

The Warm & Wise project works in partnership with Age UK Nottinghamshire 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.

The support offered by Warm & Wise resulted in estimated annual energy bill savings of £289,000 for older home owners who received the service.



1,038
households
supported

3,814
Energy saving
measures
fitted

Dementia & Memory Services



“Without that support I would have struggled to cope, I would be lost.”

Dementia Support Service

Our Memory Advice & Dementia Support Service offers personalised information and advice for people who are concerned about their memory, those living with dementia, and their carers across Leicester City and Leicestershire. Alongside our one-to-one support, we also offer post-diagnostic information sessions, memory cafés, social groups, cognitive stimulation therapy, and learning opportunities for carers.

3,366
people supported

Bright Sparks Social Group

Our Bright Sparks Social Group offers peer support specifically for those living with Mild Cognitive Impairment (MCI). Early access to this group and our other services helps people to plan ahead and reduces the risk of reaching crisis point.

834
people attended
memory cafes and
social groups

In recent years, we've seen a growing number of people accessing the service before receiving a formal diagnosis. Last year, 320 families needed guidance and support to stay independent, even though their family member had not been formally diagnosed with dementia.

We offer vital support for people experiencing the 'young onset' of memory issues. Currently, of those using the service aged under 65 years, 5% have a dementia diagnosis and 16% have memory difficulties.

303
memory cafes and
social groups held

Neighbourhood Mental Health Cafés



415
episodes
of support

231
group
sessions
held

Neighbourhood Mental Health Cafés (NMHCs) are open-access, drop-in spaces that provide a safe, welcoming environment for anyone facing mental health challenges. Our trained staff are available to listen, offer emotional support, share practical advice, and provide information about local services.

Each café also offers a dedicated area for peer support, helping reduce feelings of isolation. We support people with techniques to manage anxiety and low mood, such as grounding exercises and meditation. Support is available both in-person and remotely via phone or email, ensuring accessibility for all.

In October 2024, we expanded our network by opening NMHCs in Oadby and Wigston, followed by the launch of the Melton NMHC in March 2025. These cafés are funded by a range of organisations across Leicester, Leicestershire, and Rutland, with core funding provided by the Leicestershire Partnership Trust.

Rutland Dementia Support Service

In partnership with the Rutland Admiral Nurse Service, our Dementia Support Service in Rutland supports people living with or awaiting a dementia diagnosis, along with their carers. We provide information, advice, and access to a wide range of activities and support.

These include Time in Nature, offering time outdoors in natural surroundings; Maintenance Cognitive Stimulation Therapy and Memory Joggers, focusing on reminiscence and current topics; as well as memory cafés, carers' groups, coffee & chat sessions, and intergenerational projects with Oakham School.

Steph's Story

My husband was diagnosed with young onset Alzheimer's in September 2021, just after turning 65. We had recently moved house and were looking forward to retirement but then he started to change. His personality was different and I knew what it was — I'd seen it before in my 35 years as a District Nurse. Still, hearing the diagnosis was a shock, and everything changed from that moment.

We were referred to the Memory Advice & Dementia Support Service and went to a meeting where we met others going through the same thing. A Memory Advisor came to visit us at home and that support made a real difference.

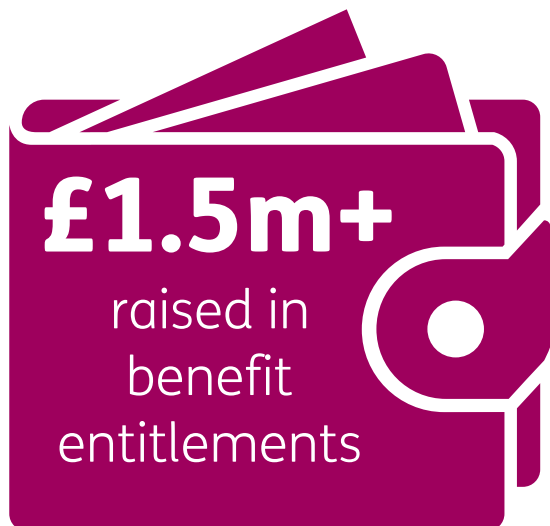
We joined the Young Onset Group and attended for a year. During that time, I just kept going, even though I felt more upset, frustrated, and exhausted each day. I took over more and more of the things we used to do together. I tried to keep up a social life but that got harder as Nick became increasingly paranoid around people.

“Without that support I would have struggled to cope, I would be lost”

Through it all, our Memory Advisor stayed in touch, helping us get the support we needed from the GP and Adult Social Care. Sadly, Nick's condition declined quickly and he had to be sectioned and admitted to hospital. He's now in long-term care where he is happy and settled. Now I have a little more time for myself, I've even managed a few holidays and spent precious time with my granddaughter who has learning difficulties.



Our Impact



39,500
hours of Home Care
provided to **2,084**
individuals



834
people attended
dementia memory
cafes & social groups



1,038
households supported to
stay warmer with **3,814** free
energy saving products



£105,000
awarded in grants, bids
& tenders



719
active volunteers





£305,915

claimed in Gift Aid



1,533

Day Club sessions



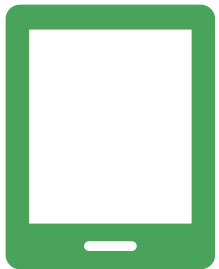
14,646

enquiries responded to



710

unpaid carers
supported



500,000+

social media reach
from **720** posts



3,366

people received
support from our
Memory Advice &
Dementia Support
Service



98,000

bags of donations
to our retail stores



6,077

hours of Handyperson/
Gardening services
provided

Support for Carers



“It was lovely to have someone just to talk to, it was good to get things off my chest.”

Leicester Carers Support Service

Our Leicester Carers Support Service provides free and confidential information and support for unpaid carers aged 18+, if they or the person they are caring for live in the City of Leicester.

Our specialist Carer Support Workers offer tailored one-to-one support, weekly carers cafes and support groups, including evening zoom meetings, carer learning sessions and carer outings.

A highly successful programme of activities was held during Carers Week, where the focus was on “Putting Carers on the Map”. The weeklong campaign aimed to raise awareness of the vital role of unpaid carers and highlight the challenges they face. Events included a Summer Celebration at Abbey Park, where carers were able to enjoy a mindfulness walk, a buffet lunch and a sound bath.

Following feedback from carers who use the service, two new carer groups were established. One is an online evening café for busy and working carers, giving them an opportunity to interact with other carers who are also busy during the day. The second, is a group for parent carers of children with SEND aged under twenty-five.

In June 2024, we were delighted to learn that we had been awarded the contract to deliver the new Carers Support Service, on behalf of Leicester City Council. The new contract commenced on Monday 1 July 2024 and will operate for three years, with the option of it being extended for a further two years.

In November 2024, we held an event to both celebrate Carers Rights Day, which focused on “Recognising Your Rights” and the launch of the new Leicester Carers Support Service contract.

1,271
unpaid carers
supported

463
social groups
and sessions
held

Rutland Carers Support Group



120
attendances

Our Rutland Carers Support Group is a monthly social group where carers can connect with others who understand the unique challenges of their role. Held on the last Wednesday of each month, it offers a welcome morning away from caring responsibilities, a chance to share experiences, exchange advice, and enjoy friendly conversation over a cup of tea.

This year, we have placed an increased focus on mindfulness and relaxation activities, which have proven especially popular in helping members unwind and recharge. Alongside this, the group continues to provide opportunities to share concerns, access signposting to support, and enjoy occasional guest speakers or light-hearted activities such as quizzes.

Wayne's Story

Wayne, a carer from Leicester, found vital support through the Leicester Carers Support Service during some of his most challenging years. After caring full-time for both his parents over two decades, Wayne faced isolation, mental health struggles, and financial pressure.

His first contact with the service came when he was arranging care for his elderly mother. Our Carer Support Worker helped him apply for a carer passport and guided him through preparing for his mum's discharge from hospital. Later, as his mum grew more isolated, he reached out again for help accessing day services and social groups.

Following his mother's passing in 2024, Wayne returned to the service for emotional support and guidance. The same support worker connected him with bereavement services, benefits advice, and community activities through the "Moving Forward with Confidence" project. He was also invited to join a carers' Zoom group, where he could share his experiences with others.

Now, Wayne has come full circle. After receiving vital support from the Leicester Carers Support Service, he volunteers with the Age UK Befriending service, offering support to other carers who need someone to talk to, just as he once did.

“Knowing where you can go for help is vital for unpaid carers. Having correct support services available is key in preventing carers from burning out and being unable to continue their roles.”



Support in the Community, Activities & Clubs



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

Befriending

Our Befriending services offer both face-to-face and telephone support to help reduce isolation among older people across Leicester, Leicestershire, and Rutland.

The "Moving Forward with Confidence" programme, which runs alongside our Information & Advice service, continues to support people throughout Leicester and Leicestershire.

In Northwest Leicestershire, we're still providing befriending thanks to the support of the District Council. And in Rutland, our service is made possible through NHS funding, helping us reach and support older people who may otherwise feel alone.

338

older people
received regular
contact with a
Befriender

120

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, our Gloucester House received a much-appreciated refurbishment, thanks to the support of Dunelm. The Elm Room, a well-used space within the centre, was given a significant makeover, resulting in a brighter, more comfortable, and welcoming environment. This transformation has greatly improved the space, which is regularly used for our Day Clubs and by a variety of local community groups.



Day Clubs

Our day clubs offer a welcoming and supportive environment for people living with dementia, long-term health conditions, physical disabilities, reduced mobility, mental health needs, and learning disabilities. We provide families and caregivers with peace of mind and flexibility, offering person-centred care and meaningful activities throughout the day. A nutritious lunch is served daily, with drinks and snacks available throughout the day. Additionally, we offer personal care services to ensure the comfort and well-being of all attendees.



1,533

Day Club
sessions

Our team is passionate about creating a welcoming, lively space where everyone feels valued and supported. We carefully plan activities that spark curiosity, encourage independence, and boost overall well-being. From creative workshops and arts & crafts to interactive games, reminiscence sessions, and sensory activities, there's always something to enjoy. Each experience is designed to bring joy, create connections, and provide a safe, nurturing place where people can truly thrive.

Our community outings have made a real difference. Whether it's enjoying afternoon tea at Everard's, popping out for a coffee, or browsing the local shops, these moments help our members feel more connected and included in everyday life. We've also loved coming together for special occasions, like our Easter bonnet-making afternoon and VE Day celebration, which bring joy, laughter, and a wonderful sense of togetherness for clients, families, and staff alike.

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. This has enabled the Charnwood Shed to begin developing a new income stream alongside the existing sale of items made by shed members.

In 2024, the Rutland shed was contacted by the National Trust property Woolsthorpe Manor, the home of Isaac Newton, with a request to support a project for their children's education area. The shed was commissioned to design and build a tower to demonstrate how two balls of different weights could be dropped to show they reached the ground together regardless of their mass. The shed had just a few weeks to make a tower four-foot square by eight-foot high with a floor five foot up and a staircase to reach it. We are pleased to report that the tower was completed, delivered and installed in time for the school holiday visitors.



700

sessions offered
across our two
Sheds

Retail

We have a strong portfolio of 27 shops, soon to be 28 with the launch of a brand-new Oakham 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 461 volunteers and counting.

This year, two of our dedicated volunteers were selected to attend Buckingham Palace, including Jean who at 95, has been volunteering in our Loughborough shop for over 30 years. This makes her one of our longest serving volunteers.

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. In total Retail raised 2.26m in sales, up by 2.1% on last year.

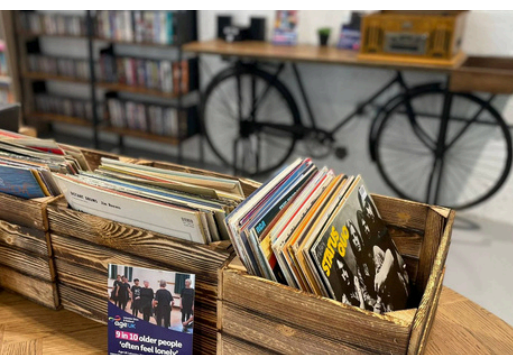
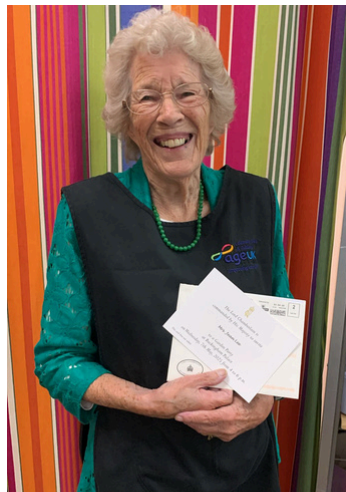
We claimed
£305,915
in Gift Aid

Over
1.8
million
units sold

We sold
197,000
books - that's
roughly 539 sold
every day!

98,000
bags were
donated to
our shops

We served over
500,000
customers



Fundraising & Income Generation



The combined efforts of our partners and donors have made a significant difference in the lives of older people. With the ongoing cost of living crisis, many face difficult choices between heating their homes and buying food.

Thanks to the support of our corporate partners we have been able to alleviate some of these pressures and ensure that our older community members receive the care and support they need.

Together, we are making a tangible difference, spreading warmth, joy, and hope to those who need it most. Thank you for your continued support and dedication to improving the lives of older people in our community.

Fundraising
generated over
£453,572

In 2024 we launched a new national partnership with Dunelm, aimed at combating loneliness among older people. Dunelm has pledged to raise a minimum of £2million over the next three years. These funds will support initiatives like the Home Sweet Home program and the Telephone Friendship Service.

Locally, the Dunelm Delivering Joy campaign brought festive cheer to many older residents ensuring they felt remembered and valued during the festive season.

We are incredibly grateful to Pukka Pies for their generous donation to Charnwood Shed. This support has enabled us to enhance our community workshops, providing a welcoming space for older people to engage in meaningful activities and social interactions.

£105,000
achieved in
bid writing &
tenders

Our heartfelt thanks go to Everything Branded, Fosse Park, and Next for their substantial corporate donations. These contributions have been vital in supporting our Spread the Warmth campaign, which helps older people cope with rising energy costs. Through this campaign, we have been able to provide essential services such as befriending calls, hot meal vouchers, and emergency food parcels.

Marketing & Communications



Over the past year, we've continued to use a dual approach of traditional and digital marketing to promote our services, attract new staff and volunteers, and support events and fundraising efforts.

Our social media presence has played a key role in raising awareness of our work. We've shared regular, engaging content to inform and connect with the wider community, and we're pleased to see our audience grow. We now have nearly 10,000 followers across Facebook, X, Instagram, and LinkedIn, an increase of 10% compared with last year.

It has been another excellent year working with the local media producing online and broadcast media including local radio and television. We were featured in 94 pieces of media coverage including a celebrity visit from Sophie Tea Art who came to support our Syston shop following a break in.



500,000+
social media
reach from **720**
posts published

Staff, Learning & Development



We continue to retain a strong workforce with over 339 paid staff members.

We've seen strong interest in our job openings and we've put a lot of effort into creating a positive experience for candidates. By improving our job adverts and encouraging managers to recognise transferable skills when reviewing CVs, we're making our recruitment process more inclusive and welcoming.

Our collaboration with Employment Coaches continues to grow, supporting people returning to work after periods of recovery or long-term health conditions. These partnerships are having a meaningful impact and will remain an important part of our approach to inclusive employment.

Staff retention and engagement remain key priorities. We conduct exit interviews to gather valuable feedback, which helps guide future improvements to staff satisfaction and wellbeing.

We've also reviewed our annual performance appraisal process and rolled it out across the charity. The new appraisal process will ensure it truly reflects each person's contributions and keeps goals in line with our departmental targets.

We continue to make progress on our journey to becoming a Menopause Friendly employer and staff awareness sessions have been well received by attendees. Menopause Champions were also available at drop-in sessions during the World Mental Health Day event, which was open to all staff. This reflects our commitment to creating a supportive and informed workplace for all.

339
staff

Volunteering



“I find it really rewarding volunteering for a charity. It has helped me increase my confidence in a safe environment and upped my skills.” - Morgan, Volunteer, Birstall Shop



We're deeply grateful for the time, dedication and energy our volunteers bring to every aspect of our work. During Volunteers' Week, we had the opportunity to celebrate their invaluable contributions through a series of events organised by line managers, along with the distribution of certificates of appreciation. It was a meaningful way to recognise the vital role our volunteers play in helping us deliver our services.

This year saw a significant increase in work experience placements, driven by the development of new partnerships with colleges and placement facilitators. In particular, placements for Speech and Language students from De Montfort University are expected to generate approximately £4,000 in income for the charity.



A key focus over the past year has been volunteer recruitment, particularly for our shops and Day Clubs, which continue to face challenges in attracting long-term volunteers.

We've been actively promoting volunteering opportunities at university and college open days, aiming to engage more students in our work. At the same time, we've built strong relationships with local Jobcentres, which have played a key role in supporting recruitment for our new superstore in Market Harborough and our upcoming high street store in Oakham. Presentations delivered to jobseekers aged 50 and over at these centres have already resulted in the successful recruitment of new volunteers.



We have also worked closely with our Marketing team to refresh and update our range of volunteer promotional materials. These include new leaflets, booklets, banners, display boards and posters, all designed to support outreach at recruitment fairs and community events, and to attract a more diverse pool of volunteers. Other initiatives this year included the launch of a quarterly volunteer newsletter and the delivery of volunteer management training to support our service and retail managers.

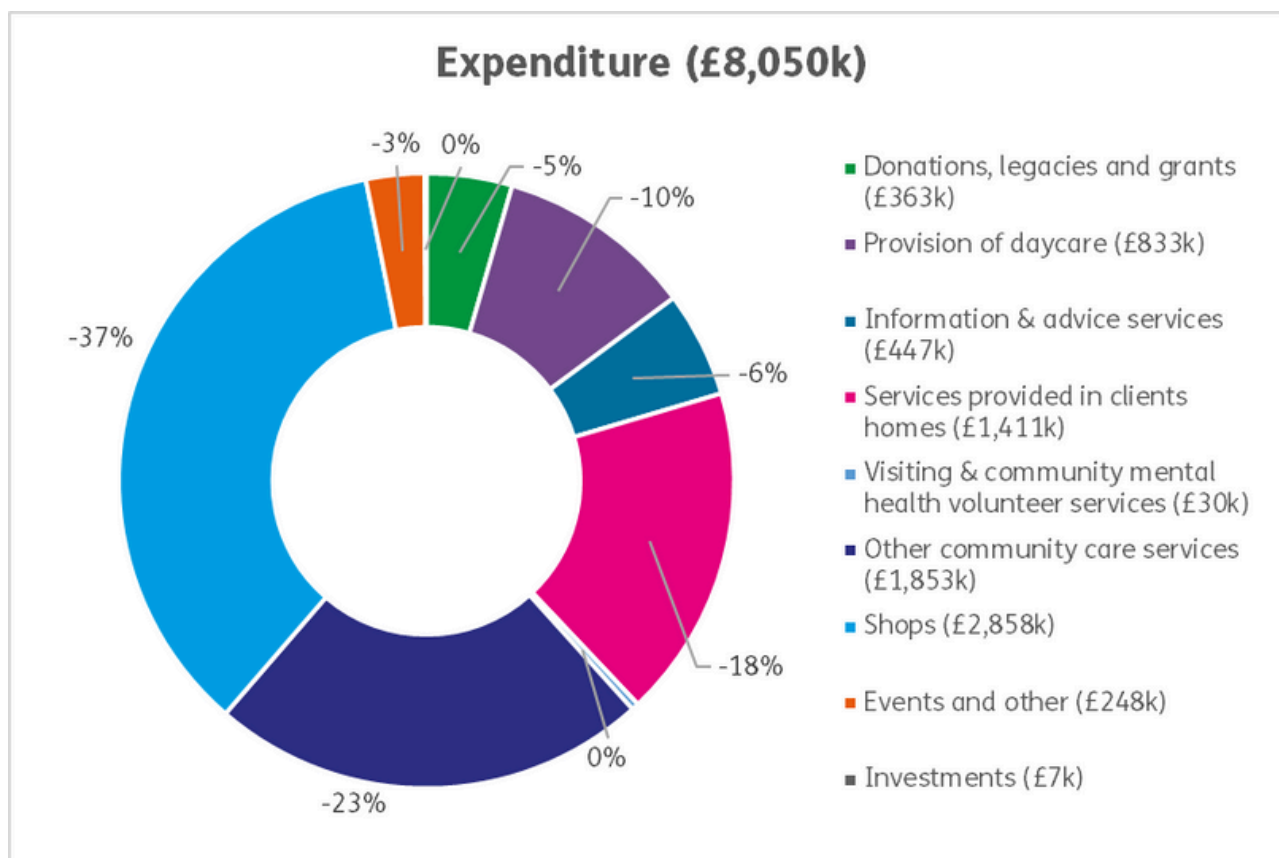
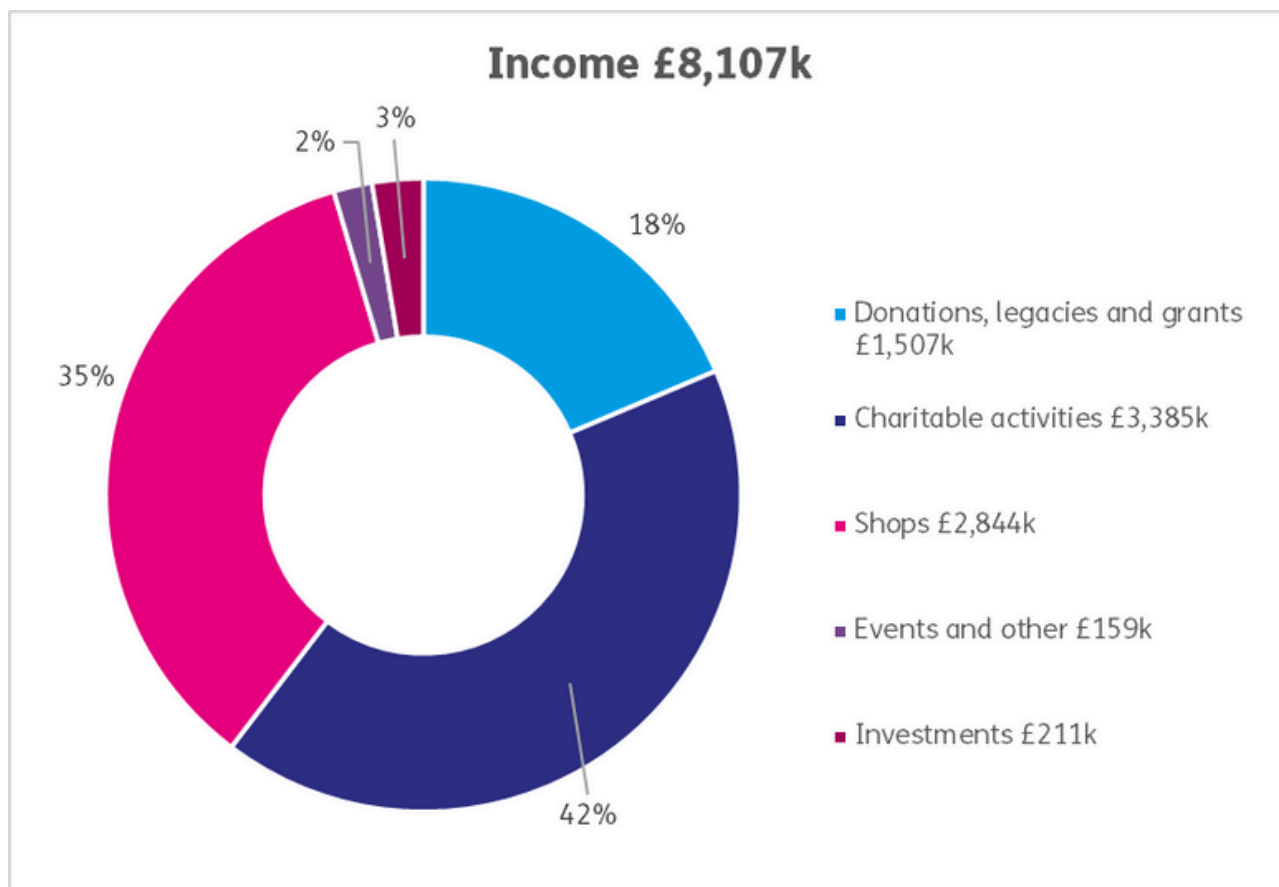


Over
719
active
volunteers

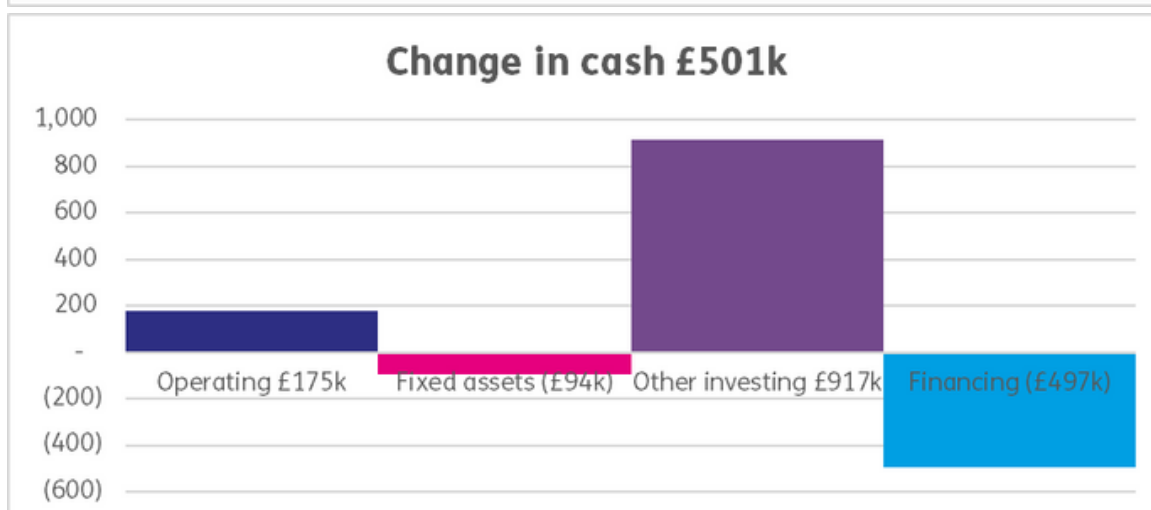
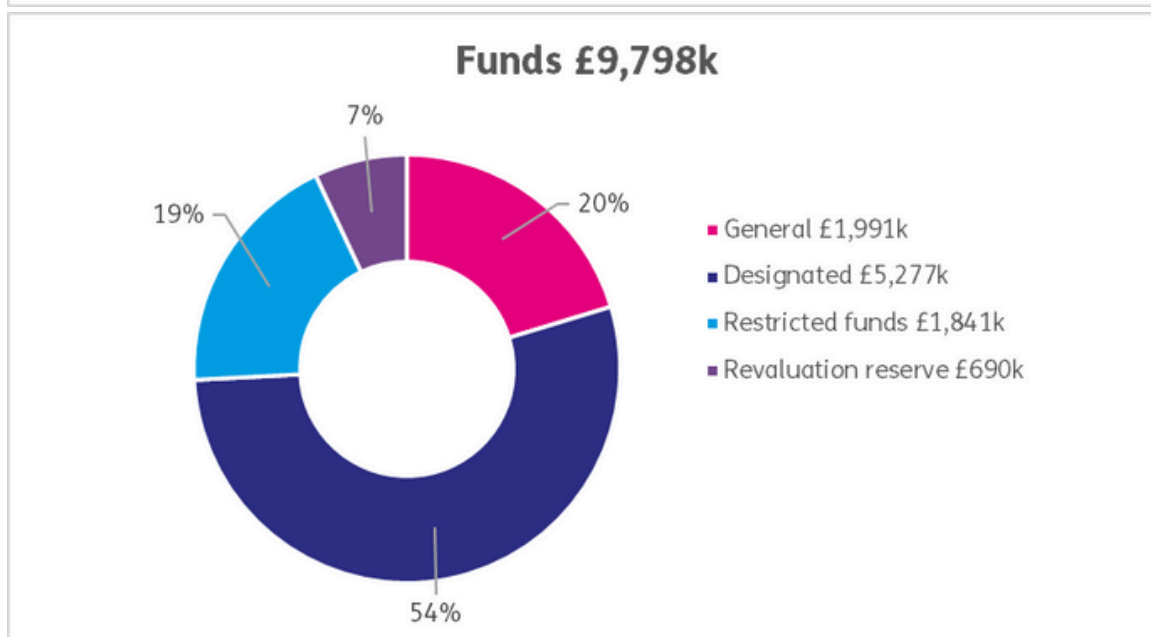
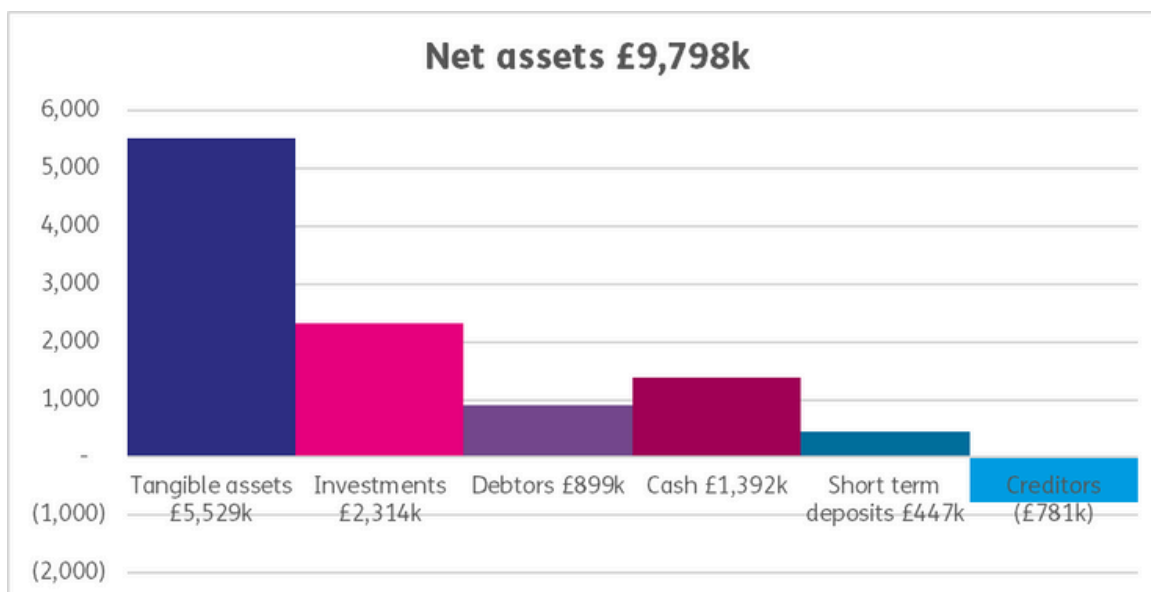
120
work
experience
placements

Finance

Income & Expenditure



Breakdown of Income



Group statement of financial activities		
For the year ended 31 March		
	FY25 £000	FY24 £000
Income		
Donations, legacies and grants	1,507	1,312
Charitable activities	3,385	3,357
Other trading activities	3,003	3,023
Investment income	211	135
	8,107	7,827
Expenditure		
Raising funds	(3,475)	(3,003)
Charitable activities	(4,575)	(4,690)
	(8,050)	(7,693)
Net gains on investment asset	26	206
Net movement in funds	82	339
Fund balances brought forward	9,716	9,377
Fund balances carried forward	9,799	9,716

Group balance sheet		
As at 31 March		
	FY25 £000	FY24 £000
Tangible assets	5,529	5,593
Investments	2,314	2,295
	7,842	7,888
Current assets		
Debtors	899	920
Cash at bank and in hand	1,392	891
Short term deposits	447	1,152
	2,737	2,963
Liabilities		
Creditors within one year	781	738
Net current assets	1,956	2,225
Total assets less current liabilities	9,798	10,113
Creditors more than one year	-	397
Net assets	9,798	9,716
Funds		
Unrestricted funds		
General	1,991	2,523
Designated	5,277	4,768
	7,268	7,291
Restricted funds	1,841	1,720
Revaluation reserve	690	705
Total funds	9,798	9,716

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



23rd April

Gloucester House hosted its much-loved quiz night with over 100 participants, raising £850



16th May

We hosted a free Memory and Dementia Information Event at Braunstone Civic Centre as part of Dementia Awareness week



14th June

Our Reflections Day Club in Melton Mowbray was visited by some furry friends



25th July

One of our Carers Café groups enjoyed a relaxing meal out at Herb Restaurants, offering a welcome break and time to connect



14th August

Our Young Onset Dementia Activity Group enjoyed an immersive VR session, thanks to a visit from Sekond Chance



6th September

We partnered with Age UK to open a brand new Superstore in Leicester



October 17th

Charnwood Men & Women in Sheds were awarded an It's Your Neighbourhood Award and scored an Outstanding – Level 5 by the RHS



28th October

Our Menopause Service held an awards event at City Hall celebrating Champions raising awareness in their communities and workplaces



19th November

We received generous donations for our first Make Way For Santa campaign, which was a huge success



21st December

The charity got into the festive spirit across the county



30th January

Our Reflections Day Club in Melton Mowbray enjoyed a baking day



14th February

Artist and social media star Sophie Tea visited our Syston shop as part of her viral 'Charity Shop Friday' series



17th February

Melton Mowbray's Knit and Natter members celebrated the group's 10th Anniversary



3rd March

We launched our first book club, Pre-loved Pages, at Syston Bookshop



31st March

We collaborated with DMU Fashion Communication & Styling students on a project to reimagine the stories of pre-loved objects and promote sustainable shopping in charity shops





0116 299 2233

enquiries@ageukleics.org.uk

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.