

Annual Report

April

March

2022 - 2023



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Executive Summary

2022/23 has been a very difficult year for many older people. The Covid pandemic has been closely followed by the Russian invasion of Ukraine, triggering a conflict killing thousands and continuing to wreck the lives of many more. This has had an impact for many older people living in this country, with higher fuel and heating costs and spiralling inflation, leading to a 'Cost of Living' crisis.

Locally, these factors have meant that the services we offer have never been more in demand and in 2022/23, our efforts to support older people facing difficulties with the 'Cost of Living' crisis has seen us delivering 1000 Winter Warmth packs to the most vulnerable older people. This was an incredible effort and gained wide recognition from clients and partners, as we made sure we delivered during the times when older people needed our support the most.

We have also seen excellent outcomes for older people being delivered from our Befriending, Keep Connected, Digital, Scams, Thrive and Information, Signposting and Advice services.

We have introduced a partnership approach, working with Age UK Lincoln and South Lincolnshire to deliver a Home Cleaning and Gardening service. The partnership approach of letting another Age UK deliver services within our area has meant we have been able to charge a fee, generating an income for us and this promises to increase during the next financial year.

We have had a similar arrangement with Age UK Medway who have purchased and are letting a house within our area and again we are generating an income by providing services to them. Partnership working and collaboration are key in these difficult times and we are pleased we have been able to work with partners in a balanced, purposeful and profitable way.

Our people drive everything we do as a charity and we have been committed during 2022/23 to make sure we recognise and support our staff and volunteers. In March 2023 we held our Staff and Volunteers Awards night at the Admiral Rodney

in Horncastle. It was lovely to get together to celebrate the achievements of people involved in delivering our services and running our shops and it was made even more special by the kind donations from our sponsors such as Wilkin Chapman Solicitors and FH Manning Financial Services. We were also honoured to have Ella Wright, the daughter of our now sadly deceased President, Peter Wright, at the event to present the Award for Outstanding Contribution.

Thanks to our collective efforts in 2022/23, our financial performance was better than last year and we were able to reduce the loss seen in 2021/22, but our finances remain challenging and we will need to continue to do better during the forthcoming year.

Our Charity Shops have again performed well and we will look next year to increase our number of shops. Despite the challenging economic context, with cost of living rises fuelled by inflation, meaning higher running costs for the charity, we are well positioned to meet the challenges we will face in 2023. We are still seeing high demand for our services, but with a committed and dedicated workforce we can be optimistic about our future, as we focus on generating more income to meet the demands of an increasing older population.

I would like to thank everyone who supported us throughout this year. I am, as ever, grateful to our clients for entrusting our charity to deliver the services they need, to our Board of Trustees for providing invaluable guidance and to our staff and volunteers for believing in the values we hold as a charity and continuing to deliver successful and positive outcomes across the Lindsey and North Lincolnshire area.

I am really looking forward to the year ahead and I am excited about what we can achieve together.

Andy Storer
CEO, Age UK Lindsey

About Age UK Lindsey

Age UK Lindsey is a local independent charity working to promote and improve the wellbeing of all older people living in the geographical areas of East Lindsey, West Lindsey and North Lincolnshire.

We are members of the Age UK brand partner network and we are proud to say that all funds raised by us stay within our local area, making a difference to the lives of older people in our communities.

Our Mission

To promote and improve the wellbeing of all older people 50 and over, with a focus on those who are 65 and above, helping make later life a fulfilling and enjoyable experience, by tackling loneliness, isolation and poverty.

We have a deep understanding of the issues facing older people and we work hard to meet the ever-increasing demand for our services. Making later life a better life for older people in our local area is at the core of everything we do.

Our Values

- We are caring, fair and respectful in the way we treat people.
- We are accountable, transparent and open in the way we run our charity.
- We are inclusive, positive and welcoming in everything we do.

Our Social Objectives

- To support older people to thrive at home for as long as possible.
- To support older people to be healthy and well in later life, enabling more years to be spent in good health.
- To help reduce levels of loneliness and isolation and the negative impact on health and wellbeing by supporting older people to be socially active and connected.
- To develop a range of interventions and services that can help older people to develop their resilience in challenging times.
- To work closely with older people to ensure they can influence and campaign on issues that can help change the narrative around ageing and older adults.

A Word from our Chair

As I reflect on the year 2022/23, I have to say that despite the challenges of food and fuel costs and rising inflation, I have felt it has been a more stable twelve months for the charity.

As always, I have been very proud as Chair to see how we have performed and continue to perform, helping vulnerable older people get through what has been a very difficult few years.

I have been pleased to see services deliver such positive outcomes for older people and along with our shops and our online shop, we have delivered some excellent results with that same sense of purpose and 'togetherness' I spoke about last year.

I would like to thank all those who have been dedicated and committed to the work of our charity. In particular I would like to thank all of our staff, our CEO and senior leadership team, our volunteers and my fellow members of the Board, who share the values we have as a charity and continue to work tirelessly with dedication and commitment.

Our values are very important to everyone working for our charity and we all strive to be caring, fair and respectful in the way we treat people; accountable, transparent and open in the way we run our charity and inclusive, positive and welcoming in everything we do. These values are the 'bedrock' of our charity, making us what we are and what we represent to older people in Lindsey and North Lincolnshire.

I am very proud of being Chair of Age UK Lindsey and want to see our work continue to grow and thrive. It is wonderful that we have continued to achieve such positive outcomes for older people and I know that all concerned with the Charity are totally focused on that continued achievement.

Claire Parker-Robson
Chair, Age UK Lindsey





Our Charity Focus

Our popular, free and confidential service, offering help on a wide range of topics which regularly cause concern for older people.

Information, Signposting & Advice

Ensuring that older people without access to digital technology can keep in touch by offering digital support. Our Information Bus visits locations across our geographical area, enabling us to reach and help more clients.



Keep Connected

Fundraising is key to the continuation of our service delivery. We are supported through grants, legacies and the generosity of our local communities.



Fundraising

Our growing team of fantastic volunteers are the lifeblood of our charity.



Volunteering

Befriending



A dedicated service for those over the age of 50 who are at increased risk from loneliness and social isolation.

Projects



In response to the needs of our clients, we are continuously working with our partners to extend the scope of our service provision.

Charity Shops



As an independent charity, our eight high street shops are vital in supporting the work that we do. The income raised by the shops enables us to continue to provide free services to older people in our area.



Information, Signposting & Advice



Client Contacts

3774



Telephone Calls
To Clients

2966



Clients
Supported

554

292

Benefit Claims
Supported

Equating To

£1.2 million

Secured For Our Clients
in Unclaimed Benefits

We are proud to continue to offer our free, impartial and confidential Information, Signposting and Advice service to older people, their families and carers. Our quality assured, age specific support covers a broad range of topics, including:

- Income
- Wellbeing at home
- Signposting to appropriate services

We again secured AQS (Advice Quality Standard) and CQS (Charity Quality Standard) status, proving that we are committed to delivering exceptional customer care and providing consistent, relevant advice.

Top 6 Client Enquiries:

Benefit	65%	Health	5%
AUKL Services	11%	Travel	4%
Care	10%	Housing	3%



Befriending



25

Zoom Calls
With 92 People
Participating



Telephone Calls
To Clients

6064



Befriending
Volunteers

73

4136

Hours Of
Befriending
Support To

191 Clients

Our Befriending Service continues to see high demand with many older people facing increasing periods of isolation. We helped large numbers of vulnerable clients to enjoy social contact by offering home visits and telephone support. For those who are more mobile we offered social groups and activities in care homes and suitable venues across our area, to increase independence and encourage new social connections.

We also began to hold online group conference calls to encourage social interaction for those less mobile - with good participation rates

and positive feedback. We held a very successful conference call between North Lindsey College in Scunthorpe and a care home in Skegness. The students were supported by their tutor – who gave this feedback:

‘The highlight definitely had to be when the care home residents, staff and students were singing “You are my sunshine”, all together. It brought a little tear to my eye as they all came alive and came together. It was a lovely moment.’

“

I very quickly received a telephone call from a lady at Age UK Lindsey, who was so nice and arranged to visit me at my home. I am so grateful for her time and I am now so much better off financially and emotionally. Thank you so much Age UK Lindsey, I really appreciate all the help you have given me.

”



“

I really look forward to my befriender visiting - we have so much in common, have become good friends and have a great laugh.

”





Keep Connected

Digital Support Sessions



334

Digital Support
Session With
Clients



190

New Digital
Clients

Our Digital Support Sessions have enabled clients to improve their digital confidence and skills, allowing access to vital services and to keep in touch with friends and relatives. This has improved mental wellbeing and is allowing our clients to remain independent for longer.

Infobus Outreach Project



1199

Digital Support
Session With
Clients

Our ever-popular Information Bus (Infobus Outreach Project), supported 1199 clients whilst 'out and about' in local communities such as Chapel St Leonards, Alford, Mablethorpe, Louth, Market Rasen, Gainsborough, Epworth, Brigg and Barton. This was primarily during the summer months and we partnered with various organisations and partners including; Lincolnshire Police, Lincolnshire Fire and Rescue and many others.

Visiting a variety of venues in the towns and villages across our area, including markets, garden centres and community events, the project provided information and digital support to socially isolated older people, as well as making referrals to other services and providing a variety of support to older people relevant to their needs.



Digital Champion
Volunteers
Recruited

10

The popular tablet loan scheme has enabled clients to access and learn how to use a tablet and the Internet, for free. Many clients have gone on to buy their own device so that they can continue to use the Internet, increasing digital confidence and skills in the process.

22

Tablet Loans

15

Went On To Buy Their
Own Device

“

I am so grateful for the free tablet loan I received from Age UK Lindsey and love using it. I really enjoyed my visits and the lady taught me in simple steps and gave me a guide which I found very useful. I was so happy when she adjusted the screen so I could see it really well! I used to feel like I was bothering my family when I got stuck, but I am a lot more independent now.

”



Projects

Safe and Warm at Home



80

Home Energy
Checks
Completed



1000

Winter
Warmth Packs
Delivered

We continued to work with our partners to respond to clients' needs – most notably 'pulling out all the stops' to deliver large numbers of Winter Warmth Packs to those most in need across East and West Lindsey and North Lincolnshire. The packs included items such as gloves, a blanket and essential food items, all of which were very well received by our clients. This vital project was delivered in partnership with Tesco, Age UK, National Grid Community Donation, East Lindsey District Council and Viking Link - for whose support we are extremely grateful.



Fraud and Scams Support

Following specialist training for the newly recruited staff, this project started on the ground delivery in February 2023, and had run four awareness raising events and supported 35 clients in the period to the end of March.

Four events were held within the community to raise awareness of fraud and scams. The project established links with the North Lincolnshire Community Hubs Managers and groups who use the hubs offered scams awareness sessions. The team maintain regular contact with Action Fraud, Fraudwatch, Friends Against Scams, Humberside Police, and receive City of London Police updates on newly identified scams.

Referrals were received from Community Hubs, Social Prescribers, GPs and Medical Professionals, Action Fraud, Humberside Police as well as self and family and friend referrals. All clients calling the charity were asked how they felt about the risk from fraud or scams, and further information and follow up support offered to those who were concerned.

“

What a surprise I had when a very nice gentleman arrived at my door with a lovely box of goodies - I felt humbled by the whole experience. It's so comforting to know there are people out there that really do care when times are tough. The last two years have not been kind to me - but knowing there are people like Age UK Lindsey out there does make a difference - thank you so much.

”

We also are proud to have made a difference to those clients who received our Home Energy Checks. We frequently reduced utility bills by installing energy saving devices along with minor insulation and radiator foils where possible and appropriate. We also gave our clients basic, easy to understand advice about how to keep themselves safe and warm during the winter months.

A number of these clients also received further support including benefits advice and support to apply for benefits, ongoing befriending and/or digital support, signposting and referrals to access external support including referrals and signposting to Cruse Bereavement Support, voluntary and local authority local activity and friendship groups, and the Voluntary Car Service. All clients were offered a Safe and Warm Homes Assessment with relevant further actions where necessary and received a copy of the Age UK Guide 'Avoiding Scams'.

Age UK LSL Partnership

This partnership began in the planning stages in January 2023 and was launched during the annual report year, with 23 clients in East Lindsey and seven in West Lindsey receiving a service by the end of March 2023.



Fundraising

The funding and donations we received enabled us to continue to support large numbers of clients, by delivering our key services across East Lindsey, West Lindsey and North Lincolnshire - helping to make later life a better life for many.

Project specific funding meant that we could distribute large numbers of Winter Warmth Packs and provide Home Energy Checks



£329,741

Received In Donations,
Legacies And Grants

and energy saving products for our most vulnerable clients. We have developed a new Scams Prevention Service in North Lincolnshire and improved digital access and awareness with a tablet loan scheme and digital drop in sessions for those over 50.

We extend a heartfelt thank you to everyone who has supported us.



“Age UK Lindsey are a small independent charity, committed to promoting and improving the wellbeing of older people living in East Lindsey, West Lindsey and North Lincolnshire. With your help, we can continue to provide vital support and services in your community.”

Andy Storer, Chief Executive Officer at Age UK Lindsey



Charity Shops



£625,381

Total Turnover

22.94% increase on
previous year



103,242

Number of Customers

27.82% increase on
previous year



£10,145

Online Sales

Our shops have continued to work hard to return to pre-Covid trading. In addition to Tattershall Shop, (which trades every Sunday and Bank Holiday and continues to have the highest turnover) Woodhall Spa and Louth have also seen some excellent figures when they have opened during these times. Horncastle Shop has also seen a large increase in sales since its change to a shop more in-keeping with the town.

Managers have received additional staffing support, plus an increase in assistance from their line managers and access to training. This has equipped them with the tools and support required to increase the turnover and return to pre-Covid trading.

Our new electronic Gift Aid and upgraded till software have made it much easier and quicker to capture Gift Aid donors and our eBay shop has been successful in helping to increase the overall turnover for our shops.

Our shops have also introduced and increased various fundraising activities such as cake stalls, tombolas and raffles – all of these activities have been well supported by our local communities.



“ I very much enjoy my visits to your shop - there are always so many beautiful items to choose from. I also enjoy chatting to the people who work there because they always make me feel very welcome. ”



Volunteering



11,500

Hours of Volunteering
equating to **£109,500**
Annual Economic Value



133

Total number of
Volunteers



68

New Volunteers
Recruited

Our team of fantastic volunteers continued to play a vital role in supporting all aspects of service delivery. Our eight shops benefited from an additional number of committed volunteers and further to this, the recruitment of a Fundraising/Events volunteer has given increased focus to local business partnerships and sponsorship for awards and events.

Feedback clearly demonstrates the positive impact that volunteers can have on older people's lives. We also know that volunteering can improve a person's wellbeing by learning new skills, meeting new

people and providing a sense of purpose in 'giving back' to their local community.

Volunteers are very much at the heart of our charity and during National Volunteers Week, small thank you packs were given out as a token of our appreciation. We also recognised outstanding volunteers at our annual Staff & Volunteer Awards event.

“

I feel I've made a positive difference after every visit. It gives me a huge sense of purpose helping others and being part of a team.

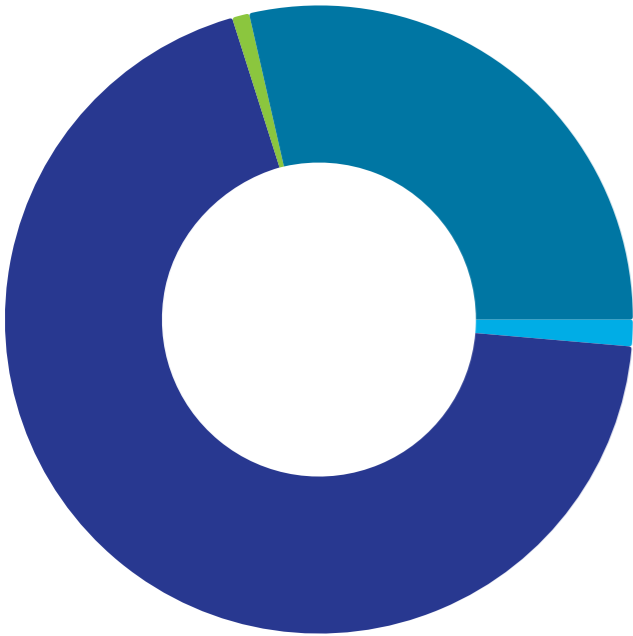
Steve, Befriending Volunteer

”



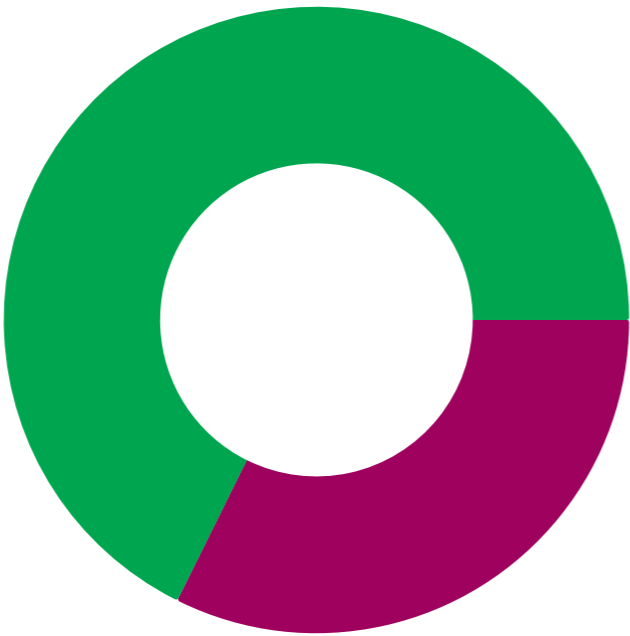
Our Financial Position 2022 / 2023

Income



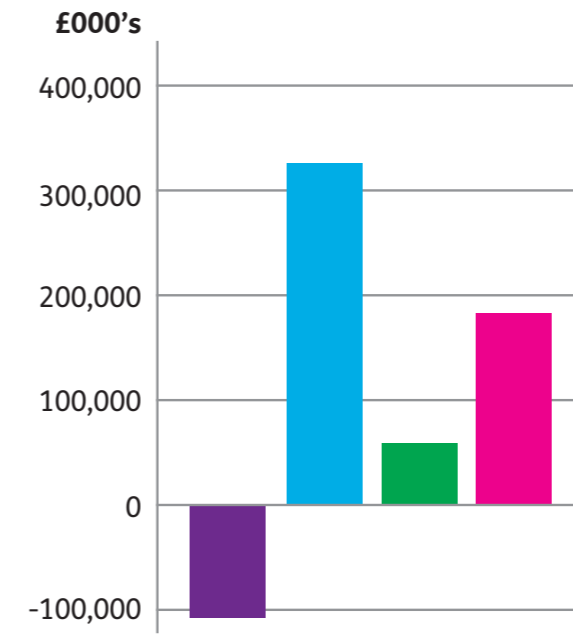
Donations, Legacies & Grants	£291,444
Charitable Activities	£180
Other Trading Activities including Shops	£705,544
Investment Income	£617
TOTAL	£997,785

Expenditure



Fundraising Trading Expenses	£698,519
Charitable Activities	£333,848
TOTAL	£1032,367

Net Assets



Creditors	-£109,511
Tangible Fixed Assets	£316,753
Debtors	£51,901
Cash at Bank	£181,550
TOTAL	£440,693

Charity Funds



Unrestricted Funds	£413,917
Restricted Funds	£26,776
TOTAL	£ 440,693

Full Accounts available on our website: www.ageuk.org.uk/lindsey



Kindly supported by:

- | | |
|--|---|
| Age UK | Lincolnshire Wellbeing Service |
| Clothworkers Foundation | Magna Vitae |
| East Lindsey District Council | National Grid |
| East Midlands Partners (Age UK Lincoln and South Lincoln, Age UK Nottingham & Nottinghamshire, Age UK Derby and Derbyshire, Age UK Leicestershire & Rutland and Age UK Northamptonshire) | Nationwide Building Society |
| F H Manning Financial Services | North Lincolnshire Community Safety Partnership |
| Gelder Group | Shine Lincolnshire |
| Humberside Police and Crime Commissioner | Tesco Community Grants |
| Innocent | The Henry Smith Charity |
| Key Fund | The National Lottery |
| Lincolnshire Co-op | The Wright Family |
| Lincolnshire Community Foundation | Thornton-Firkin |
| Lincolnshire Fire and Rescue | Safer Lincolnshire Partnerships |
| Lincolnshire Police | Dexter & Sharpe Chartered Certified Accountants |
| | Viking Link |
| | West Lindsey District Council |
| | Wilkin Chapman Solicitors |

Special thanks to any other partners who have kindly supported our charity and all those who donated to our charity online, through fundraising events and activities, or on behalf of their loved ones.

Making a difference in East Lindsey, West Lindsey & North Lincolnshire

**The Old School House, Manor House Street,
Horncastle, Lincolnshire LN9 5HF**

01507 524242

**www.ageuk.org.uk/lindsey
info@ageuklindsey.co.uk**



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Horncastle LN9 5HF

