



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



Annual Report 2021 | 2022

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“ Without the help from Annabel, we would not have received any additional money; money which will help us a great deal.

Executive Summary

Every year as CEO of Age UK Lindsey makes me realise how often we have to redefine our offer, as we adapt to the many challenges that we face. In my last report I talked about how the pandemic had made it one of the most difficult periods for the charity, and this year has been just as tough. Therefore, although it was hugely disappointing to have ended this financial year with a loss, I believe that we are still in a strong position to bounce back from these unprecedented challenges

I also believe that despite the financial impact of the pandemic we have learned much and developed new and innovative ways of supporting our clients and each other. It has accelerated our digital development and created a blended approach in the delivery of our services.

We continue to provide vital support for older people, with our services being in great demand and performing to the very highest standards. Our commitment and achievement have been recognised by the grant making trusts supporting

our charity: providing vital funding for our services to continue.

Our shops also started to show signs of recovery, with our staff and volunteers in the retail team working incredibly hard to generate the income we need to support service delivery. It was particularly encouraging to see our new shop in Tattershall performing so well. A huge thank you to everyone involved!

I would like to close by thanking our clients, partners, trustees, employees and volunteers for their unwavering support for our charity. Despite the difficulties of the past two years, I am confident that we will continue to celebrate many great successes together. Your dedication and commitment allow us to do the work that we do, motivating us to always do better in our support of older people living in our area.

Thank you to everyone involved with Age UK Lindsey!

Andrew Storer
CEO, Age UK Lindsey

About Age UK Lindsey

Based in Horncastle, Lincolnshire, Age UK Lindsey has been providing services to older people living in East Lindsey, West Lindsey and North Lincolnshire for more than thirty years. We are an independent charity and proud members of the Age UK Brand Partner network. All funds raised by us stay in our area and make a tangible difference to the lives of older people living in our community.

We have developed a deep understanding of the issues and challenges faced by our clients, their families and carers, and thus strive to evolve our delivery to meet need and demand. Supporting all older people to enjoy a better later life remains at the core of everything we do.

Our Mission

To promote and improve the wellbeing of older people and help to make later life a fulfilling and enjoyable experience by addressing the issues of poverty, isolation and loneliness.

Our Social Objectives

- To support older people to live independently and safely in their own homes 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 their 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 cope with challenging times.
- To work closely with older people to ensure that they can participate and be involved in their local community and influence the future direction of our charity.

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.

As Chair of Age UK Lindsey, I take my responsibility for the leadership of the Board of Trustees very seriously, ensuring good governance is maintained and that board meetings are held in an open, and at times, challenging manner.

It is not always easy. The last two years have been particularly difficult for Age UK Lindsey and we have had to consider the quality of the services we are able to deliver, along with the rising costs of running a charity. This, on occasion, has meant we have had to make some very tough decisions, but the best interests of the charity are always at the forefront of our considerations.

There is no doubt that Age UK Lindsey, like many other charities, still faces significant challenges. Whilst I am confident that our financial results will soon return to their pre-pandemic levels, the economic environment in which we operate will remain uncertain.

A Word From Our Chair

When I wrote my statement last year, I don't think anyone could have believed that twelve months later we would still be dealing with the effects of the pandemic, but the impact of Covid-19 continues to be felt. However, there are definitely shoots of recovery and I am more optimistic about what next year will bring.

As I write this statement, I am hopeful that this year's AGM will be back to normal, as an open, face-to-face meeting, and I look forward to welcoming our supporters. I would also like to extend my thanks to our fantastic Executive Team, staff, volunteers and board members for their amazing commitment, hard work and continued support, which have helped to ensure that the charity ended the year as positively and strongly as possible, in the given circumstances.

Claire Parker-Robson
Chair, Age UK Lindsey

Our Befriending Service is for people over the age of fifty who may be at increased risk from loneliness and social isolation. This could be due to reduced mobility, bereavement or lack of access to social activities. Much of the support is provided by volunteers and the service is completely free for our clients.

We continue to work with our partners to extend the scope of our service provision - responding to our clients' needs and seasonal priorities. Projects can evolve over time or provide short-term solutions to specific requirements and are usually externally funded. Our aim is to ensure that our clients receive joined-up support when they need it most.

Age UK Lindsey offers a free, impartial and confidential Information and Advice service for older people, their families and carers. We specialise in providing quality-assured, age-specific support, covering a broad range of topics.

Our fantastic team of volunteers continue to support our service delivery, shops and fundraising efforts. They remain at the heart of everything we do as a charity.



Our Keep Connected service ensures that older people without access to digital technology can remain in touch. Newsletters, gift packs and our community information bus enable us to effectively reach our most vulnerable clients.

Fundraising is vital in enabling service delivery. We continue to be supported through grants, legacies and the generosity of the local community.

As an independent charity, Age UK Lindsey's eight high-street shops and eBay store are vital in supporting our charitable work. The income they raise enables us to continue providing free services to older people in East Lindsey, West Lindsey and North Lincolnshire.



Information & Advice

CLIENT **4,890**
CONTACTS

3,986
telephone calls to clients

1020 **CLIENTS**
supported

LATER LIFE GOALS
CLIENTS HELPED 261

-397-

CLAIMS SUPPORTED

EQUATING TO
£1,400,000

SECURED FOR CLIENTS IN
UNCLAIMED BENEFITS

Despite the ongoing challenges there have been many highlights throughout the year for the I&A team to be proud of. Most significantly, home visits to our more vulnerable clients were reinstated - a step warmly welcomed by both our beneficiaries and our staff.

Once again, we were audited by Age UK and met the required standard for the Quality of Advice Assessment benchmarks, successfully completing the I&A Quality Programme and maintaining our Advice Quality Standard Award.




Continued development of strong working partnerships has enabled us to offer a comprehensive and effective service to our clients. This includes Alternative Office Status with the DWP, the Warm Home Contract with Age UK (supported by E.ON) and the Later Life Goals Project, funded by the Masonic Charitable Foundation.

Implementation of new software, developed in partnership with Age UK and the wider network, has also been instrumental in improving delivery and managing our caseloads.

“ I was amazed by the way I’ve been dealt with, as well as the result...your great staff were so helpful, I can’t thank them enough... thank you, thank you, thank you!

Befriending

3799
HOURS OF
BEFRIENDING
SUPPORT
to 250 clients

 **5,065**
telephone calls to clients

60 BEFRIENDING
volunteers

new referrals
to the service **170**

Demand for Befriending continued to be high, with many older people facing long periods of isolation due to the pandemic. Therefore, after many months of supporting our clients through video calls, newsletters and chats on the telephone, it was a relief to reinstate our face-to-face visits.

Volunteers underwent training, and procedures were implemented to ensure that visits were carried out safely. Being able to chat freely again proved to be effective in raising self-confidence and improving the wellbeing of our clients.



Keep Connected

Complimentary to our Befriending offer, and working in partnership with local services, Keep Connected ensured that our most isolated and vulnerable clients were duly supported.

Newsletters, wellbeing calls and seasonal gifts were distributed across the area, and warmly welcomed.

Our newly-launched infobus travelled across the region, delivering information about our services, digital support, and engagement with the community, at a time when many indoor activities were still restricted.

780
CLIENTS
SUPPORTED
ON OUR
community
INFOBUS

2,097 CLIENT
CONTACTS

NEWSLETTERS
DELIVERED **2,046** 

visits made by our
community infobus **42**

Projects

Working with partners to deliver additional projects was key in responding to our clients' needs.

In liaison with Lincolnshire Fire & Rescue, we helped to ensure that older people remained safe, well and warm through our Winter Warmth Project - carrying out home energy checks, supplying and fitting energy-saving devices and providing a wealth of information about how to stay safe throughout winter. This enabled our clients to be more comfortable during the colder months, save money on their heating costs and be more aware of the potential risks of adverse weather conditions.

Our partnership with Age UK Lincoln and South Lincolnshire - supporting care homes to facilitate covid-secure visits - was our priority in the Volunteer Visitor Host Project. Enabling friends and family to be safely reunited after months of isolation was crucial in working towards a return to normality.

In February, with support from Age UK, we launched the Tablet Loan Scheme - helping older people to benefit from digital technology. In just a few weeks, by loaning out equipment and providing basic training, 29 clients gained access to the internet.



Volunteering

Our fantastic volunteers have continued to show their support for Age UK Lindsey, remaining key in the delivery of our services and the day-to-day running of our shops.

We worked closely with our partners on two new projects, creating volunteer roles specific to those services, and welcomed a volunteer onto our infobus as it toured the community.

Knowing that our volunteers have had such a positive impact for Age UK Lindsey, we acknowledged, celebrated and rewarded their contribution throughout the year, with special focus given to Volunteers' Week, Christmas and our annual awards.

8898
- HOURS OF
VOLUNTEERING
EQUATING TO
£79,287
ANNUAL ECONOMIC VALUE

89 total number of
VOLUNTEERS
.....
new volunteers
RECRUITED 45
.....

Fundraising



£299,049

- RECEIVED IN-
DONATIONS
legacies and grants

Without the funding and donations received, we would not have been able to run our services or support the number of clients seen.

Project-specific funding has enabled us to improve digital access and awareness for the over 50s, provide home energy checks and

energy-saving products for our most vulnerable clients, commence repair works at our shop in Barton, support care home visitors with safety protocols and deliver Christmas gifts to older people in our community.

Local authority grants enabled us to reopen all of our shops, with the necessary additional precautions in place, ensuring a safe environment for our customers and staff.

We extend our heartfelt thanks to everyone who has supported us.



Shops

Despite a difficult start to the year, with Covid restrictions still in place and decreased footfall, our shops team worked incredibly hard to engage with customers and maintain sales. Our store in Woodhall Spa saw the highest sales, Spilsby sold the most raffle tickets and the team at Louth secured both the Volunteer Team of the Year Award and the greatest number of little knitted hats in the Big Knit fundraising campaign!

We have continued to receive positive feedback about the quality of our stock, shop displays and cleanliness in our stores, especially in our new shop in Tattershall. Each outlet has maintained a unique feel and community atmosphere.

Our eBay store showed improvement throughout the year, increasing sales, revenue and followers.

- MORE THAN -

£599k

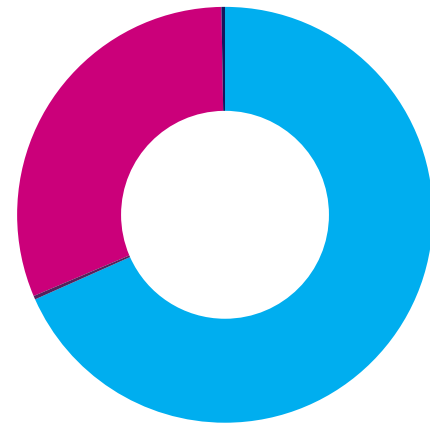
TOTAL TURNOVER

£3,515

IN ONLINE SALES

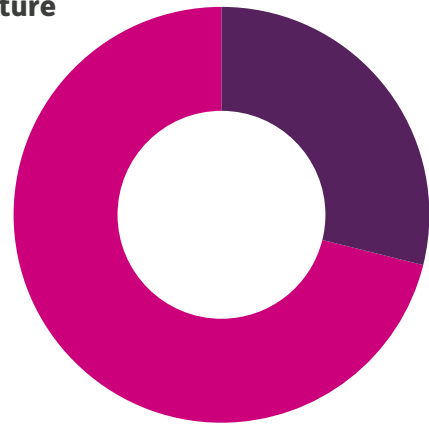
Our Financial Position 2021 | 2022

Income



Donations, Legacies & Grants	£299,049
Charitable Activities	£220
Other Trading Activities inc. Shops	£648,336
Investments	£83
Total	£947,688

Expenditure



Fundraising Trading Expenses	£716,261
Charitable Activities	£296,542
Total	£1,012,803

Full accounts available at www.ageuk.org.uk/lindsey/about-us/annual-report/

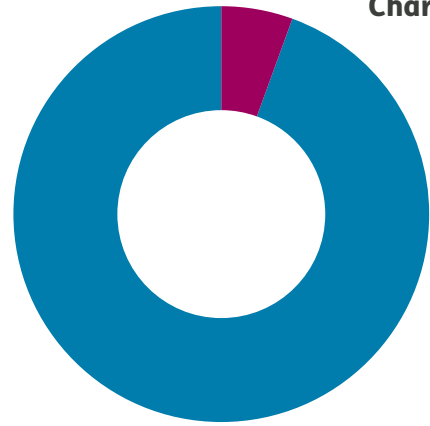
Net Assets



Creditors*	-£144,960
Tangible Fixed Assets	£338,976
Debtors	£52,090
Cash at Bank and In Hand	£229,169
Total Net Assets	£475,275

*Amounts falling due within one year

Charity funds



Unrestricted Funds	£448,971
Restricted Funds	£26,304
Total Funds	£475,275



Kindly Supported By:

- Age UK
Carers First
Citizens Advice
Charity Times
East Lindsey District Council
East Midland Partners: Age UK Lincoln and South Lincolnshire, Age UK Nottingham & Nottinghamshire, Age UK Derby and Derbyshire, Age UK Leicester Shire & Rutland, Age UK Northamptonshire
E.ON
Edward Gosling Foundation
Gelder Group
Heronswood Architectural Design
Horncastle Town Council
innocent
- Key Fund
Lincolnshire Co-op
Lincolnshire Community Foundation
Lincolnshire Fire and Rescue
Lincolnshire Police
Lincolnshire YMCA
Lincolnshire Wellbeing Service
Lloyds Bank
Magna Vitae
Managed Care Networks (Shine Lincolnshire)
Nationwide Building Society
North Lincolnshire Community Safety Partnership
Northern Impact
North Lincolnshire Council

- TED in East Lindsey
Tesco
The Centre for Ageing Better
The Henry Smith Charity
The National Lottery
Thornton-Firkin
Safer Lincolnshire Partnerships
Streets Chartered Accountants
Viking Link
West Lindsey District Council
Witham St Hughs
Wilkin Chapman
- Special thanks go to all those who donated to our charity online, through fundraising events and activities, or on behalf of their loved ones.

Age UK Charity
Quality Standard

certified by
SGS

✓

Age UK
Information & Advice
Quality Assured

MEMBER

FRIENDS AGAINST
SCAMS

www.friendsagainstscams.org.uk


Dementia
Friends
An Alzheimer's Society initiative

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