

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



# Annual Report 2020 // 2021

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**“ The weekly befriending calls make me realise that I am still connected to the outside world. Being able to chat to someone and not bottle things up, makes a real difference to my well-being.**

## Executive Summary

What a year it has been! The past 12 months will be remembered as one of the most difficult periods faced by Age UK Lindsey in its 30-year history. Throughout the pandemic, and resulting uncertainty, providing services, generating income and celebrating our 30<sup>th</sup> anniversary have all proved to be equally challenging.

With older people having been disproportionately impacted by Covid, our work as a charity became more important, but increasingly difficult. Having previously delivered services face-to-face and being very reliant on income from our shops, it became necessary to adapt our provision, look to new sources of funding and consider how best to support older people with the resources available. However, our Information and Advice, Befriending and Keep Connected services all continued to perform to the very highest of standards, supporting older people and tackling some of the issues they were facing: high levels of anxiety, loss of confidence, low mood, lack of motivation, increased isolation, and loneliness.

Although our shops were shut for more than half the year, and generating income has been a massive challenge, we still finished the year showing a small profit. This is an incredible achievement, especially as in April 2020 I could not think how we were going to stay in business. Strong decisions from the Board and Executive Team, support from staff and volunteers and backing from our fantastic supporters and partners kept us going – a huge thank you to everyone!

I am incredibly proud of how we have met the challenges of the pandemic. When it really matters, we are still here and available for older people, ensuring that they have someone to turn to. We know that during these difficult times we have to work even harder, with reduced capacity and funding, whilst facing even greater demand. However, we are still meeting this challenge in the best way we can and I thank everyone involved with Age UK Lindsey for their effort and commitment.

**Andrew Storer**  
CEO, Age UK Lindsey

## About Age UK Lindsey

Age UK Lindsey is a **local, independent charity** based in Horncastle, Lincolnshire; providing services to older people across the council districts of East Lindsey, West Lindsey and North Lincolnshire. We are a brand partner of the national Age UK charity, but all funds raised by us stay in our area and make a tangible difference to the lives of older people in our community.

Throughout our thirty year history, we have developed a deep understanding of the issues and challenges faced by older people. Our services have evolved to meet need and demand, but we continue to support all older people to enjoy a better and more fulfilling later life.

### Our Mission

To promote and improve the well-being 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 well-being 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.

## A Word From Our Chair

The last year has been another incredibly difficult period for the charity as the world has continued to struggle with the pandemic. We have had long periods of time throughout the year where our shops have been completely closed. They are our main source of income and it is therefore a real credit to our CEO and the senior management team that the charity has survived this period. They have done an incredible job in raising funds through various grant applications, which has enabled the charity to stay afloat.

Even in the grip of the pandemic we have continued to serve older people across our area. I have been particularly delighted that we have been able to continue with our Befriending Service, and there have been highlights, despite it being a very difficult year for older people. They have experienced significant periods of loneliness and worrying times. We have also been able to keep delivering our flagship Information and Advice service, as well as developing a new service to benefit our local community.

I would like to thank all those who have helped to get us through this challenging year. In particular I would like to thank all of our staff, the CEO and senior leadership team, our volunteers and my fellow members of the Board, all of whom have worked tirelessly for the charity throughout. The “spirit of togetherness” and collaboration that I referred to this time last year has continued, and this has made a huge difference to the charity.

I am very proud of how we have got through the last year, and indeed how we have built on the difficulties, to continue with our work and grow onward and upwards. It is wonderful that we have continued to achieve and that all concerned with the charity are committed to this continued achievement.

**Claire Parker-Robson**  
Chair, Age UK Lindsey

Befriending support remained key throughout the year, delivering 3,465 hours of service. Thanks to new funding we were able to expand service provision to cover all districts in our area of benefit. HELP, our partnership project in North Lincolnshire, continued providing support to the recently bereaved and a new pen pal scheme was launched, connecting army cadets with Age UK Lindsey's clients.

Our fantastic team of volunteers remained committed to the charity, despite the ongoing challenges faced during the pandemic. Our befrienders adapted to providing telephone support to clients, and measures were put in place to ensure the safe return of volunteers to our shops. To stay connected to our volunteers, we launched a digital newsletter and, as always, celebrated Volunteers Week.

Keep Connected was established in direct response to the pandemic, with support from Lincolnshire Community Foundation. It was our way of ensuring that the most vulnerable older people in our community remained connected, receiving regular newsletters, gifts and well-being checks throughout the year.

Although closed for a total of seven months due to government restrictions, our shops still made a tangible difference to the charity's income. Relaunching our eBay store helped raise vital funds during lockdown but our customers, staff and volunteers couldn't wait to see our high-street shops open again!

Age UK Lindsey's core charitable service provided vital information and advice throughout the pandemic, adapting its delivery to telephone-only contact to protect clients, whilst ensuring continuity of service. We supported 956 clients with welfare applications, securing £3.4 million in previously-unclaimed benefits, helping our clients to live a better later life.

With our usual fundraising activities affected by the pandemic, we switched our focus to raising donations online, launching our first-ever crowdfunding campaign in support of the new Keep Connected service. Throughout the year we received much-needed financial support from local and national partners, enabling us to continue our work for the community.







## Information & Advice

**CLIENT CONTACTS** **8,475**



**7,571**

telephone calls to clients

**75** **AVERAGE AGE**  
of our I&A clients

**-956-**

CLAIMS SUPPORTED

EQUATING TO

**£3,400,000**

SECURED FOR CLIENTS IN  
**UNCLAIMED BENEFITS**

**LATER LIFE GOALS**  
**CLIENTS HELPED** **108**

Providing free, impartial and confidential advice is at the core of our charitable work, and continues to be a valuable resource to anyone over 50 living in East Lindsey, West Lindsey or North Lincolnshire.

As a result of the pandemic, our I&A team quickly adapted provision to ensure continuity and quality of service. We moved to telephone-only contact, worked more closely with local partners to ensure that we reached the most vulnerable clients, and developed our digital integration







with Age UK national to increase the availability of service and improve the referral process.

Regular assessment of the outcomes of our support has reassured us that the service is vital in improving our clients' welfare and well-being. 99% of clients surveyed were


satisfied or very satisfied with the service they received, whilst 96% of clients supported with benefit claims were financially better off as a result of using our service.

**“ M. was very helpful with my mum’s application for Attendance Allowance. Very knowledgeable and friendly.**

## Befriending

more than  
**3460**  
HOURS OF  
BEFRIENDING  
**SUPPORT**  
to 130 clients

**337** Thinking of You  
packs delivered

 **4,620**  
telephone calls to clients

**81** AVERAGE AGE  
of our befriendees

**REFERRALS** **300**  
to other services

Following government guidelines during the pandemic, all face-to-face contact ceased, placing many older people at increased risk of becoming lonely and socially isolated. Our Befriending team of staff and volunteers quickly adapted service provision to ensure that our clients remained in touch through weekly telephone calls, regular newsletters, seasonal well-being gifts of cakes, toiletries, cards and activity packs, Zoom calls and even the occasional letter! The service has been highly appreciated and described as 'invaluable' and a 'massive help' by our clients.





## HELP Project

The HELP Project has, over the last year, provided specialised support to people in crisis. It was set up to work in partnership with Citizens Advice North Lincolnshire and the Health and Registrar's departments of North Lincolnshire Council, with the aim of providing befriending

support, information, advice and scams awareness to residents over fifty, experiencing bereavement.

Due to the ongoing pandemic, our commitment to providing befriending to HELP clients was adapted from community-based volunteer support, to being delivered through telephone calls and the provision of seasonal well-being packs.

In total, the project has helped 345 people (34 supported by us) to regain confidence, seek further help and begin their journey of recovery.





## Keep Connected

**-479-**

CLIENTS SUPPORTED

IN APPROXIMATELY  
**900 HOURS**  
of service delivery



**2,511**

telephone calls to clients

NEWSLETTERS  
DELIVERED

**1,522**



well-being packs  
delivered to clients **740**

Established as a direct result of the pandemic, our Keep Connected Service played a vital part in keeping communication open between us and our clients. Regular well-being calls were made, helping older residents, without access to the internet, to stay connected and feel supported throughout the pandemic.

Newsletters, gift packs, afternoon teas, and seasonal cards and treats were all very much appreciated, with clients reporting that the service helped to reduce boredom and maintain positivity.





## Volunteering

Volunteers are at the heart of everything we do as a charity. Their continued support and commitment, despite the difficult situation, has been invaluable, and enabled us to continue with our work.

Our team of befriending volunteers adapted well to changes in service delivery, swapping their home visits to weekly phone calls and well-being checks with their clients. The volunteers in our shops couldn't wait to return, despite the new, daily challenges faced by everyone in retail. We remained connected with our volunteers throughout the year, sending regular updates about the charity, and engaging with them through social media and digital newsletters.

**2622**

- HOURS OF

**VOLUNTEERING**

EQUATING TO

**£22,863**

ANNUAL ECONOMIC VALUE

**80** total number of  
**VOLUNTEERS**

**NEW BEFRIENDING 9**  
volunteers recruited



## Fundraising



**£999,304**

- RECEIVED IN-  
**DONATIONS**  
legacies and grants

The temporary closure of our shops and suspension of face-to-face fundraising events placed great financial pressure on the charity. However, by securing external funds we were able to continue our service delivery and support older people throughout the year.

Additional funding enabled us to expand our befriending provision, launch a new service, refit a minibus to provide support in the community, invest in volunteering resources, and purchase equipment to support staff working from home and accelerate digital development in our shops. We also launched our first-ever crowdfunding campaign, raising £5,220 towards the new Keep Connected service.

We would like to thank all of our donors, funders and benefactors for their generous support.





## Shops

Despite a difficult trading period, which saw temporary closures for a total of seven months and the permanent closure of our shop in Gainsborough, the team worked incredibly hard to contribute towards much-needed funds for the charity. They adapted well to changes in staffing structure, restricted opening hours, extra safety measures and cleaning duties, and quarantining of stock, whilst still maintaining a smile and positive attitude throughout.

- MORE THAN -  
**£150k**  
TOTAL TURNOVER

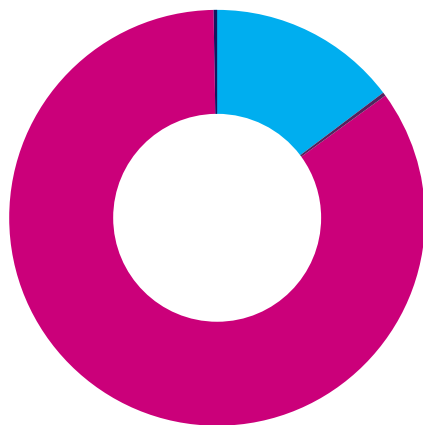
•  
**£7,265**  
FROM GIFT AID  
**DONATIONS**

**£2,700** from selling  
**online**

Our eBay store relaunched and maintained 100% positive feedback, two new shops were secured in Tattershall and Skegness and our customers were overwhelmingly pleased to see us reopen. Donations flooded in, leading to a surge in post-lockdown sales, and the eventual return of our fantastic volunteers.

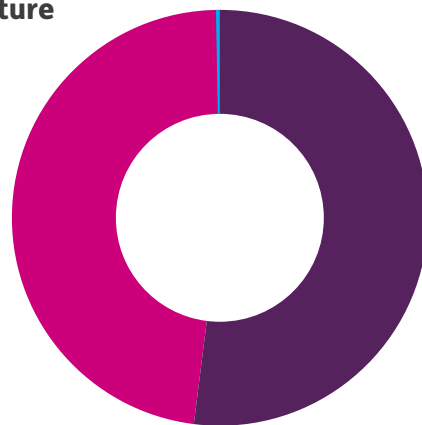
## Our Financial Position 2020 // 2021

### Income



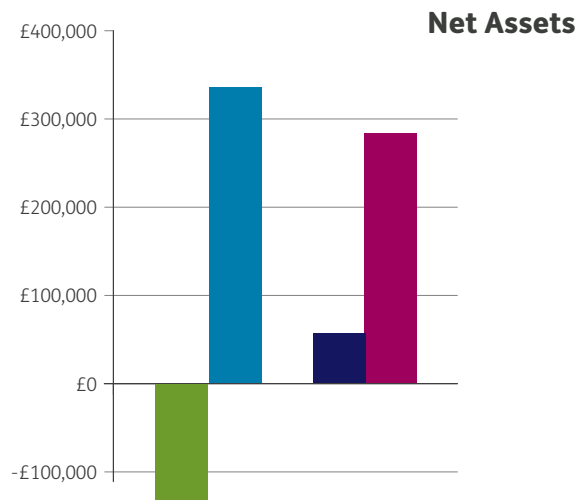
● Donations, Legacies & Grants	£999,304
● Charitable Activities	£2,271
● Other Trading Activities inc. Shops	£178,068
● Investments	£183
.....	
<b>Total</b>	<b>£1,179,826</b>

### Expenditure

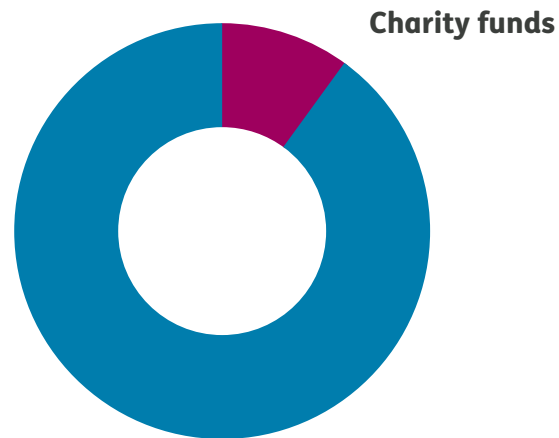


● Fundraising Trading Expenses	£564,967
● Raising Voluntary Income	£3,993
● Charitable Activities	£607,608
.....	
<b>Total</b>	<b>£1,176,568</b>

Full accounts available at [www.ageuk.org.uk/lindsey/about-us/annual-report/](http://www.ageuk.org.uk/lindsey/about-us/annual-report/)



● Creditors*	-£135,228
● Tangible Fixed Assets	£335,207
● Investments	nil
● Debtors	£57,161
● Cash at Bank and In Hand	£283,250
<hr/>	
<b>Total Net Assets</b>	<b>£540,390</b>



● Unrestricted Funds	£483,876
● Restricted Funds	£56,514
<hr/>	
<b>Total Funds</b>	<b>£540,390</b>

\*Sum includes amounts falling due within one year and amounts falling due after more than one year







## Kindly Supported By:

Age UK  
Charities Aid Foundation  
Citizens Advice  
East Lindsey District Council  
East Midlands Region Age UK Local Partners  
Gelder Group  
Key Fund  
Lace Housing  
Lincolnshire Community Foundation  
Lincolnshire Fire & Rescue  
Lincolnshire Police  
Lincolnshire YMCA  
M Walkinshaw - in memory of G Walkinshaw  
North Lincolnshire District Council  
Pillared House Lunch Club

Social Enterprise Support Fund  
TED in East Lindsey  
Tesco  
The Henry Smith Charity  
The National Lottery Community Fund  
Thornton-Firkin LLP  
Various donors - in memory of P Cooper  
West Lindsey District Council  
Wilkin Chapman Solicitors  
Worth Waynflete Foundation

Special thanks to The Centre for Ageing Better for sharing the age-positive images used in this publication.



## **Age UK Lindsey**

The Old School House  
Manor House Street  
Horncastle LN9 5HF

**t** 01507 524242

**e** [info@ageuklindsey.co.uk](mailto:info@ageuklindsey.co.uk)

**[www.ageuk.org.uk/lindsey](http://www.ageuk.org.uk/lindsey)**

Registered charity number 1079691  
Company number 3917990  
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