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## A message from our Chair and Group CEO

#### Welcome to Age UK Medway's 2021/22 Annual Impact Report.

After a year during which society felt such fear and isolation, 2021 saw some green shoots of recovery from the global pandemic, and a gradual return to a more social, inclusive society.

The roll-out of the vaccination programme was the foundation for increasing confidence and optimism amongst so many, and the barriers that for so long had kept loved ones apart were progressively rolled back. Relatives and friends could again visit care homes; those admitted to hospital could be supported by family, and not be forced to face their fears and trauma alone; and older people could again feel safe and secure with the community-based services on which they rely so heavily for their physical, mental, and emotional wellbeing.

Closer to home, 2021 was a year for Age UK Medway when, in spite of the immense challenges presented by the previous 12 months, the decision was taken not to relax, but to remain firmly focused on innovation, and the charity's development as an integral part of the community, both as a service provider, and an employer.

Our ALF initiative was created towards the end of the year, providing a set of principles which would encourage staff to explore the opportunity to help older people `Achieve Life's Fullness'. Following a comprehensive training programme, that ethos is now embedded into the charity's way of working, and tied in with staff recruitment and retention, as well as a performance-related incentive scheme.

Through the introduction of our Community Ambassador programme, we strengthened our presence and ability to provide guidance at the heart of local communities, by drawing on the existing networks and relationships that are commonplace.

And we expanded our capacity to support those living with a dementia condition, through the establishment of a Maintenance Cognitive Stimulation Therapy service designed to provide support to those in the very early stages following a diagnosis or with memory problems.

After the considerable pressure, the many tough decisions that had to be made, and the uncertainty brought by the pandemic, 2021 saw Age UK Medway quickly gather itself and look forward to a positive future. The staff continued to show their loyalty to the charity and an admirable commitment to its work. And, energised by a huge sense of pride in what they had achieved during 2020, they continued to share the vision of our Board of Trustees and Senior Management Team - to make Age UK Medway a shining example of care, compassion, and innovation in the charity sector.

**Alan Bates** 

A. Bales

Chair

**John Norley** 

**Group Chief Executive** 

# This year, in numbers



...provided 31,915 fresh, homemade meals to customers in the community.



...benefitted from the support of 106 volunteers, providing 16,928 hours of volunteering.



...provided 54,618 hours of mainstream day care to 273 clients.



...provided 43,097 hours of specialist Dementia care to 139 clients.



...provided 2,239 visits to Footcare to 434 individuals.



...provided 81,883 homecare visits to 306 clients, giving 45,572 hours of support.



...provided 8,710 hours of Befriending to 67 individuals, by 65 of our volunteers.

# About us

# Our vision is to deliver a quality experience to every customer every time, which allows them to Achieve Life's Fullness.

Since its foundation in 1974, the charity formerly known as an Age Concern has existed in several guises providing services across the Medway towns. It is now proud to be a local brand partner of the national Age UK charity, and is fully committed to;

- Working with and for older people
- Providing the highest possible standard of care and support
- Treating people with dignity and respect
- Providing responsive and flexible services
- Promoting the independence of all older people
- Providing services that meet the needs of the individual
- Promoting the rights of people who use our services



### We provide services with a real impact

Each service we offer is designed to support the physical, mental, and emotional wellbeing of our clients, and to help them remain independent, and with choice and control in their lives. They are run by experienced and trained staff, all familiar with the challenges faced by older people, and who know how to ensure each individual gets the most out of the service.



### Delivered from the Mackenney Centre in Gillingham, our mainstream day care service provides social interaction for individuals aged over 50 and living in Medway.

With a full day including hot drinks, refreshments, and a freshly prepared two course lunch, clients also benefit from events and activities designed to keep them mentally stimulated. These include arts and crafts, reminiscence groups, and bingo, whilst the accessible garden allows them to enjoy some fresh air, and light gardening activity.

### Further details about our Mainstream Day Centre can be found at:

www.ageuk.org.uk/medway/our-services/day-services



# Our specialist Dementia services are available at the Capstone Day Centre in Chatham, as well as the Pat Warner Suite in Gillingham, to anyone diagnosed with dementia or memory problems.

With an ethos focused on understanding each individual and their needs, care is delivered through stimulating activities ranging from cookery and cake making, to arts and crafts and reminiscence. The service also provides an opportunity for respite to family and carers of those living with the condition, allowing them to continue a daily routine in the knowledge their loved ones are being looked after in a secure and caring environment.

# Further details about our Dementia services can be found at:

www.ageuk.org.uk/medway/our-sevices/dementia-services



### Delivered by extensively trained staff, our Homecare service is there to help with the care needs of older people throughout Medway and Faversham.

The service offers a full range of support, from domestic calls to personal care, providing each client with the assistance they need to remain independent in the comfortable and reassuring surroundings of their own home.

# Further details about our Homecare services can be found at:

www.ageuk.org.uk/medway/ourservices/homecare-services/



# Our Meal Delivery Squad provide door-to-door delivery of a hot, freshly-cooked midday meal and dessert to older residents in specific postcode areas of Medway.

Age UK Medway's meal delivery service caters to all dietary requirements, and uses locally sourced ingredients to prepare traditional and nutritious meals.

# Further details about our Meal Delivery Squad can be found at:

www.ageuk.org.uk/medway/ourservices/meal-delivery-squad/

To read about our many other services, visit: www.ageuk.org.uk/medway



# With 1.4 million chronically lonely older people in England, befriending is a vital service to so many, supporting their emotional and mental wellbeing.

Delivered entirely by volunteers, Age UK Medway is proud of the difference its face-to-face and telephone befriending service makes to the lives of local older people.

# Further details about our Befriending services can be found at:

www.ageuk.org.uk/medway/getinvolved/volunteeringopportunities/befriending-volunteer/



#### Other services at Age UK Medway include:

- Carers Relief Service Providing support at home and within the community for older people and adults with learning disabilities.
- Community Footcare Providing a footcare service for older people in the comfort of their own home.
- Daily Living Aids Providing a range of products designed to make everyday tasks that little bit easier.
- HandyVan Providing a vetted handy person to carry out small jobs around the home.
- MCST Providing Maintenance Cognitive Stimulation Therapy in a specialist therapy centre to people experiencing memory problems.
- Welfare Fund Providing financial help to access our services to those who are under temporary financial hardship.

# The ALF Principle

The ALF Principle represents the way we work at Age UK Medway, and the way we would like society to work. It consists of three strands;

It's about the wide range of services we provide, each of which give every older person the opportunity to Achieve Life's Fullness, hence the name ALF.





It underpins the culture and ethos which runs through our charity like a golden thread, and ensures our staff and volunteers are always on the lookout for every way we might make a difference to an older person's life and help them to achieve their own fullness.

And it's the message we're using to influence wider society; that older people musn't be forgotten about, and that we all have a responsibility to look out for Alf, to make sure that he is okay, and to help him achieve fullness in his life.

#AskAboutAlf

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www.ageuk.org.uk/about-us/ask-about-alf



In July 2021, Age UK Medway successfully applied for funding to deliver a 6-month pilot, aimed at providing opportunities for physical activity amongst older people. The initiative came in the wake of the extreme circumstances society faced during the pandemic and, in particular, the prolonged periods of inactivity many of the charity's day care clients experienced during their enforced isolation.

With ages ranging from early-70s to late-90s (and even the occasional 100+ year old!), and varying levels of physical, mental, and emotional health, each of our day centre clients have an identified need for social companionship. Their visits to our centre provide opportunities to make friends, take part in stimulating activities, receive a hot meal, and access support services such as footcare and bathing.

However, each of those opportunities were lost to them when the first lockdown enforced the centre's closure, and although only for 19 weeks, the impact on their physical and mental capacities was clear. The signs of social isolation were evident, with clients more distant with one another, and generally far quieter than they had been previously. And it was more difficult to encourage them to participate in activities, with their reluctance reflecting lower levels of confidence and a greater nervousness about interacting with others face-to-face once more.

The return to the day centre did restore wellbeing amongst the group to a certain extent. However, it was when the physical activities were introduced the following summer, that the centre staff saw a noticeable lift in the atmosphere, with the group collectively enjoying the exercise together, their spirits lifted by the overall stimulation.

Three different activities were available to participants; Armchair Aerobics; Music for Health (using music as therapeutic stimulation); and Hydrotherapy. Whilst enjoyed by those who attended, a lack of demand saw the Hydrotherapy activity stopped after three months. The first two, however, were an instant success, and became highly anticipated sessions amongst the clients each week.

By the time the pilot ended in March 2022, it had provided the opportunity for 75 individuals to take part in weekly activities throughout the six months, a total of 1890 attendances during the period. And at least half of those taking part would have been new to any form of physical activity in later life.

Of greater importance, however, was the enormous impact the sessions had achieved on the wellbeing of its participants. Feedback from clients, families, and carers was extremely positive, with many grateful for the effect the activities were having on the mental wellbeing of the participant. Indeed, several families remarked how their loved one was calmer and more settled on returning home after a day during which they had taken part in an activity. But the benefits were not confined to home. The centre was filled again with a happier, joyful atmosphere not seen since before the pandemic, and across the client group, there was noticeably greater confidence and desire to communicate with one another.

Having achieved such success, and seen so positive an impact on the lives of those who took part, the charity is keen to continue the programme, and will look for further funding during 2022.

# **New Initiatives**

# Maintenance Cognitive Stimulation Therapy (MCST)



After someone is diagnosed with dementia, they may be offered Cognitive Stimulation Therapy (CST). This is a short-term programme for people with mild to moderate dementia and usually runs twice weekly for seven weeks following diagnosis. However, once this programme finishes, the provision of services for people with mild to moderate dementia is limited. MCST is a proactive approach to keeping the mind active, and living well with dementia and memory-related cognitive problems. MCST is a longer-term programme, based in community settings, which helps to fill this gap.

The Age UK Medway MCST service was established in the summer of 2021, with funding from Age UK for a two-year pilot. It became part of a hybrid service available from the charity, providing shorter, two-and-a-half hour sessions, in contrast to the full day of cognitive stimulation therapy and activities available through the COGS service.

Since that time it has grown steadily, with sixteen individuals supported each week by the end of March 2022. And the coming year will see continued growth of the service to meet local demand, with the opening of an MCST Centre in April.

To read more just visit: www.ageuk.org.uk/ medway/our-services The only non-drug treatment recommended to improve cognition, independence and wellbeing by the National Institute for Health and Care Excellence (NICE).

Provided in a modern therapy setting, by qualified facilitators.

### **Daily Living Aids**

Each day, Age UK Medway provides support to older people through its wide range of services. And, over many years, those regular interactions have given the charity an in-depth understanding of the ways in which efforts to live independently at home can be hindered later in life. It could be caused by something minor, that can be ignored, or worked around. Or it could be something more serious, that requires medical or therapeutic support to overcome. Whatever the difficulty though, it is very likely there is a daily living aid which could help make life easier.

To further its ambitions to offer holistic support to older people, in August 2021 Age UK Medway became an approved supplier of daily living aids, and will launch an e-commerce platform during summer 2022. Delivered through its commercial arm, Indigo Octopus, this will see the charity provide competitively priced products and solutions which help sustain an enjoyable and independent quality of life, with all profits from the initiative reinvested into the charity's services.

# **Customer Satisfaction Research**

## **Mainstream Day Centre 2021**

Each year, Age UK Medway conducts satisfaction research amongst its mainstream day centre users, aimed at finding out what we are doing well, and identifying where improvements could be made.

Questions cover a wide range of subjects, from the quality of the food provided, to the activities available, and the standard of service provided by the staff.

Overall, the findings of the survey carried out during September 2021 were extremely positive, showing the service to be successfully delivering the wellbeing support required by the centre's users.

100% of service users agreed or strongly agreed that;

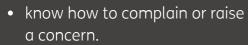
- they were not discriminated against by staff for any reason.
- they were treated with kindness, dignity and compassion by staff.
- staff maintain a good level of hygiene and wear relevant PPE.
- the staff providing support were competent.
- they felt safe and comfortable within the centre.

 information about them was treated in the strictest confidence.





• staff responded positively to them when they raised concerns.

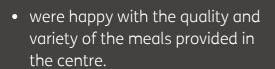


 thought that the variety of trips on offer was good.





• the variety of activities available within the centre was good.





Although 18% of the respondents did not feel the quality and variety of meals provided at the centre was good, this is a common challenge in such environments, given the immense difficulty of meeting the likes and dislikes of so many individuals at the same time.

Nevertheless, the feedback did prompt further discussion between the staff and centre members, and actions were taken aimed at addressing the matter.

Most importantly, however, was the fact that 76% of the 57 users who responded to the survey were extremely satisfied with the service they were receiving from Age UK Medway, with a further 22% saying they were satisfied.

This finding reassured us we were meeting the social and wellness needs of our clients. Of equal value though, was that it allowed us to tell our hard-working staff their efforts were making a difference, and that they were doing a great job!

# A Collection of Compliments

The comments below are a selection of the many our services received during the year, from clients and families to whom we had provided support. Each says a great deal, not only about how lucky we are to have such caring and dedicated staff, but the impact their efforts have on the lives of those we support.

"We would like to say a special thank you to <carer's name>, who was always on hand to make the pieces fit together, and played a pivotal role in their care."

"All of you deserve to be recognised for the tireless work you do, with a smile and caring, and nothing is too much trouble." "We, as a family, really appreciate your dedication."

"Thank you for providing such a varied, valuable, and vital caring service to us in the community. What would we do without you all?"

"My volunteer means so much to me, she helps me sort out my problems and nothing is too much trouble for her." "My befriender is always cheerful, very helpful and willing. I really look forward to seeing her each week. As I am partially sighted she keeps me in touch with the outside world and I would be lost without her."

"My befriender has made loads of difference to my life, I love her. We go out shopping and for lunch, I enjoy being with her and she stops me being so lonely, it's the only time I go out." "Your carers are a credit to your service and your profession and, probably more importantly, they made an old, frail, frightened man feel safe and valued."

"The regular visits from <carers' names> were always carried out with a happy smile and prompt efficiency, and all the staff are a credit to Age UK Medway."

# Befriending: A Case Study

People aged 50 and over are more likely to be lonely if they do not have someone to open up to, are widowed, are in poor health, are unable to do the things they want, feel that they do not belong in their neighbourhood, or live alone.

- 3.6 million older people in the UK live alone, of whom 2 million are aged 75+.
- 1.9 million older people often feel ignored or invisible.
- Loneliness can be as harmful for our health as smoking 15 cigarettes a day.

### Alf's Story

In 2020, Alf referred himself to Age UK Medway's Befriending service after losing his wife 18 months ago. Formally an active 79-year-old, with a passion for volunteering at a local hospital, the loss of his wife combined with the restrictions as a result of the Covid-19 pandemic, meant that Alf was unable to leave the house, leaving him isolated with intensified feelings of loneliness and grief.

Prior to the lockdown, Alf had been attending a local Bereavement group but had found it was not what he needed. Alf's son told him to "just get on with things", but after 52 years of marriage, Alf could not move on and was overwhelmed with grief. The only thing that helped Alf to take his mind off things was his volunteering position at the hospital. However, once this stopped as a result of the lockdowns, his feelings of loneliness and loss spiraled, and he felt he had nowhere to turn.

After making contact with Age UK Medway, the dedicated Volunteer team introduced Alf to a telephone Befriender, and they started to have regular phone calls. In the calls, they would put the world to rights Alf would tell the Befriender his favourite stories about his wife, and about the lovely meals she used to cook for him. In his Befriender, Alf found a familiar voice and a friend. Their chats remained regular throughout the pandemic and Alf would find himself looking forward to their phone calls each week.

Once the lockdowns eased and the government announced that people could once again meet in person, Alf's Befriender began to visit him in his garden, which they both enjoyed. The bond which Alf had built with his Befriender over the phone only grew in person, and he realised that his new friend had helped to make things that little bit better for him.

Eventually, all Covid-19 restrictions were lifted, and Alf's Befriender was able to visit him inside his home, where they began to start cooking a few of his favourite meals that his wife used to prepare for him.

Of course, Alf still has bad days, but he knows that if he is feeling particularly low or in need of a chat, his Befriender is on the other end of the phone between visits.

Our Befriending service made a real difference to Alf's life, helping him see that he can still feel joy despite missing his wife dearly, and can enjoy the company and support of his new friend, as well as the delicious meals he now has the confidence to make.

"I so enjoy speaking with my Befriender; she listens and doesn't mind when I get upset. She is so easy to talk to."

#### Achieve Life's Fullness #AskAboutAlf

Alf is a fictitious name used to protect the confidentiality of this study.

\*Source: www.ageuk.org.uk/northern-ireland/information-advice/health-wellbeing/loneliness/



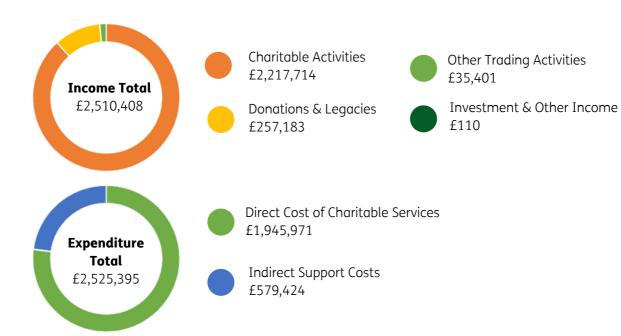
# **Financial Review**

### Our total income for the year was £2,510.408.

Following a challenging year in 2020/21, income from our charitable activities grew during 2021/22, by £377,104 to £2,217,714, reflecting a return to our services for many people following the pandemic. This welcome improvement was, however, offset by a significant reduction in the volume of donations and legacies received, which declined by 74% having reached such highs the previous year when society rallied around and a 'giving' environment flourished.

In spite of the deficit for the year, optimism remains for further growth in 2022/23, with the number of service users on an upward trajectory, and several exciting projects in the pipeline.

	2021/22	2020/21	Percentage
Total incoming rescources	£2,510,408	£2,938,198	- 14.6%
Total resources expended	£2,525,395	£2,556,646	- 1.2%
Net incoming (outgoing) resources	-£14,987	£381,552	- 104%
Total funds as at 1st April	£1,612,817	£1,231,265	+ 31%
Total funds as at 31st March	£1,597,830	£1,612,817	- 1%



# This year, in activities



# Armchair Exercise April 2021

Many of our customers reported gaining weight through lockdowns, which affected their mental health and self-esteem. The Mackenney Centre implemented chair-based exercises to tackle this.



81,057 miles

travelled by our minibuses, supporting older people in 2021/22.

# **Puppy Therapy**

May 2021

The social distancing rules in place throughout 2020/21 left many older people feeling lonely, as they longed to hug and hold their loved ones.

A friend of the Capstone Dementia Centre helped by bringing in puppy, Hugo, for cuddles in May 2021.



## 'Hello Spring!'

April 2021

From Mavis knitting the very first flower, to the whole group arranging and sticking them onto a canvas; the two-week project was placed on the centre wall to mark the start of Spring.



### **Pirate Party**

**June 2021** 

After a long time with no parties, the Mackenney Centre decided to throw customers a pirate themed party, which included being picked up by a parrot for the morning bus trip!



### **DIY Bird House**

**June 2021** 

Spending time in nature has so many benefits, and so the Capstone Dementia Centre clients like to get creative making things for the garden, like these DIY birdhouses made from lolly sticks.



# **Herne Bay Trip**

**July 2021** 

After having to pause the Membership Scheme and cancel all trips throughout the Covid pandemic, our customers were so excited to finally be able to enjoy a day out at Herne Bay.



# **Garden Project**

**July 2021** 

To encourage time in nature, customers enjoyed getting creative in the Mackenney Centre garden, by decorating old CDs and hanging them where they can glisten in the sunshine.

# Jungle Collage September 2021

Arts and Crafts is a popular activity in the Capstone Dementia Centre, as it provides clients with a sense of

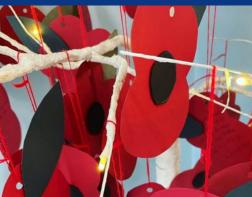
purpose and routine. Together, the clients created this incredible jungle themed collage, which made its way straight to the display board.



## **Christmas at Capstone**

December 2021

Customers at the Capstone Dementia Centre made some beautiful and unique Christmas tree decorations out of pieces of wood, which were then gifted to and proudly displayed at Capstone Farm Country Park.



### **Remembrance Day**

**November 2021** 

As a number of our customers vividly remember World War II, and the pain of losing people they loved, a Memory Tree was put together at the Mackenney Centre, for customers to pay tributes to our fallen soldiers.



# **Valentine's Day**

February 2022

The Mackenney Centre celebrate Valentine's Day every year with a party, where there is always singing, dancing, laughing, and games. This year saw two customers win the Valentine's raffle!





### **Live Music Now**

March 2022

Zoe and Thomas from Live Music Now, a charity which aims to bring the joy of live music to everyone, have been working on a special project with the Mackenney Centre customers... to be continued later this year!

# Thank you

### **Corporate / Community Donations**

Akina Beauty Clinic Barchester Healthcare Capstone Farm Country Park Friend & Grant Friston House Care Home Holland & Barrett Leeds Castle Kent Madame Tussauds London National Corporate Housing New Covenant Church Medway The Parish of Christ the King The Pavers Foundation Ship & Trades Pub and Restaurant SSP Foundation Strood Reflief in Need The Secret City

### **Corporate Partnerships**

Rochester Castle Concerts

BAE Systems Bow Financial Services

### **Grant / Trust Funding**

Medway Better Connected Community Chest Fund Kent Community Foundation

### **Community Fundraisers/Events**

### Lake District Ultra Challenge:

Nick Chamberlain, Commercial Director

#### Battle of the High St I & II:

Boots Pharmacy Chatham Sainsbury's Chatham Specsavers Chatham Akina Beauty Clinic

### **Community Partnerships**

Darren with Rio the Parrot Katie with Hugo the Shar Pei Lance Print Live Music Now Medway Council Medway Libraries Mhs Homes Nucleus Arts Right Step Dance Company

#### **Public Donations/Fundraisers**

There are too many public donations to mention individually, but we extend a tremendous thank you to each and every person who has, and continues to, donate to or fundraise for us.

However big or small, it makes all the difference and enables us to continue the vital work we carry out in the community supporting Medway's older people.

Your supports helps us continue our work in helping older and vulnerable people to Achieve Life's Fullness.

## **Get Involved**

As an independent, local charity we are responsible for raising our own funds to keep serving our older local communities. Anyone can get involved, whether you are a resident, part of a local business or group, a student, or someone who has been supported by us.



### Donate to Us

Donating is one of the quickest and easiest ways to help support Age UK Medway, which is why is we've made it as easy as possible.

Visit www.ageuk.org.uk/medway/getinvolved/donate



### **Fundraise for Us**

There are many different ways you can fundraise for us. Get involved in one of our current events, or start one of your own with our support.

Visit www.ageuk.org.uk/medway/getinvolved/fundraise-for-us



### **Partner with Us**

A partnership with us could be beneficial for your business by helping you meet your corporate social responsibility objectives. It's a great way to motivate employees, get some great PR and help us to support vulnerable older people in the local community.

Visit www.ageuk.org.uk/medway/getinvolved/corporate-partnerships



### Volunteer for Us

The team at Age UK Medway is one that has been going for over 45 years, during which time we've built up a high quality team of paid staff and volunteers who work tirelessly to provide the high quality service that our clients expect.

Visit www.ageuk.org.uk/medway/getinvolved/job-and-apprenticeopportunities



## **Keep in touch with Us**

Follow us on social media: 🎁 🎯 💆 🛅 in









Visit our website: www.ageuk.org.uk/medway



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