

A year in stories

Annual Impact Report 2019-20



Contents

3	This year we...
4	A message from our Chair and CEO
5 & 6	About us
7 & 8	Dancing in Later Life: Elsie's story
9 & 10	'A Reason to Get Up': Alf's story
11 & 12	2019/20 in numbers
13	Financial review
14	Thank you
15	Get involved
16	Keep in touch

This year we...

 **£1.4 MILLION**

...gained almost £1.5 million in additional income for people aged 50+.

 **130**

...benefitted from the support of 130 volunteers, providing 29,748 hours of volunteering...

 **99,800**

...provided 99,800 hours of mainstream day care to 380 clients...

 **£269k**

...saving us over £269k that would otherwise have been spent on staff salaries.

 **6,000**

...provided 6,000 hours of Befriending to 50 individuals by 41 of our volunteers.

 **83,445**

...provided 83,445 homecare visits to 638 clients, giving 50,662 hours of support.

 **64,260**

...provided 64,260 hours of Dementia-specialist day care to 156 clients.

A message from our Chair and CEO

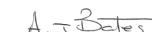
Welcome to Age UK Medway's 2019/20 Annual Impact Report, in which we are pleased to share with you our key achievements from what has been a year of evolution for the charity.

Improving cost efficiency and harmonising our service provision are the two main challenges we have successfully tackled during the year. Through the realisation of our plan to restructure our centre-based activities and streamline the management structure, the introduction of Heads of Mainstream Day Services, and Dementia Services, has brought greater consistency in quality, staff culture and training, ensuring the customer experience is seamless, regardless where that service has been received. The move has also ensured the charity's main source of income is more efficient and improved our ability to balance the costs of providing that day care, against the funds available from those wishing to use the services.

Most importantly, this year has seen us continue to leave a significant footprint on the lives of many of Medway's older people. The infographics and case studies shared over the following pages tell the story of how that has been achieved. But, to give a sense of the overall scale of the charity's impact, during the course of the year we provided support to an older person on over 120,000 occasions, with even further impact achieved at the various events we attended, and through our engagement with the wider voluntary community.

Of course, the 2019/20 year cannot be reflected upon without mention of the final two weeks of the financial year, during which time the tone for 2020/21 has been set. The Coronavirus pandemic has, of course, affected everyone, and the charity itself faces a huge challenge in the coming year to overcome the difficulties imposed by the forced closure of our centre-based services and our charity shop. The financial pressures this will place upon us, together with a new 'shielded' way of living for our beneficiaries, will bring fresh obstacles, of the sort we could never have prepared.

We are confident though that the loyalty and commitment of our staff, and the collective purpose we share, will see us through at a time when Medway's older people will need us more than ever.



Alan Bates
Chair



John Norley
CEO

About us

Our vision is for an age friendly and inclusive Medway, where older people are wholly supported and encouraged to live a full and enjoyable later life.

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 of out of the service.

MAINSTREAM DAY CARE

Delivered from our Gillingham centre (our Strood centre closed in March 2021) 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/

DEMENTIA DAY CARE

Our specialist day services are available at our 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 Day Care can be found at www.ageuk.org.uk/medway/our-services/dementia-services/

HOMECARE

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/our-services/homecare-services/

MEAL DELIVERY

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/our-services/meal-delivery-squad/



BEFRIENDING & COMPANIONSHIP

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/our-services/homecare-services/

For more information about our services visit www.ageuk.org.uk/medway/our-services

OTHER SERVICES

Our other services include:

Community Footcare
Toenail check-ups and maintenance for older people living in the Medway towns.

Good Day Calls
A daily welfare call providing older people and their families with security and support.

Membership Scheme
Membership perks include access to services at the centres and day trips.

Further details about our Membership Services can be found at www.ageuk.org.uk/medway/activities-and-events/membership-scheme/



Dancing in Later Life: Elsie's story

*Elsie first joined Age UK Medway in June 2017, when she began attending the Chris Ellis day centre in Strood.

Born in 1928, Elsie spent her childhood in South East London, one of nine children, and grew up in the Bellingham area until the age of twenty when she married Jack, a postman who worked in Fleet Street. Together they moved to Bromley and it was there, whilst juggling her responsibilities as a mother to their two daughters, she found a job she grew to love, working as the Housekeeper-in-charge at Bromley Hospital. As a woman who took great pride in her appearance, she applied the same standards to her work, and became highly regarded by the Hospital's management.

Elsie was a vibrant lady, full of energy and life, and with a passion for dancing. After their daughters had married and left home, her and Jack enrolled in the Bickley School of Dance, and every Friday, Saturday and Sunday evening, they could be found with friends on the dance-floors of London. It was an exciting time, and Elsie had never felt more content.

But sadly it wasn't to last. Whilst visiting their daughter in Australia, Elsie's perfect life took a dramatic and sudden turn, when her beloved Jack died unexpectedly. They had been married for forty-five years, and at just sixty-nine years old he was gone in an instant, leaving Elsie devastated, and with her dream of a happy retirement in tatters.

After the funeral, Elsie flew home to England, determined to overcome her grief and find a way to continue to enjoy life, as she knew her husband would've wished. Within months, though, she was dealt another blow, when she woke up one day and found herself unable to move her legs.

"I woke up that morning and thought to myself, 'oh dear, whatever's wrong?'. I couldn't feel my legs, my back ached, every bone in my body ached. My daughter immediately came, and her and my son-in-law helped me down 30 flights of stairs and took me back to their home in Rochester. The next day we visited the doctor, and that man, to me, saved my life. He said, 'I'm sorry to say, she has got nerve endings right through her body and she's going to take quite a time to get over it.' He put me on these tablets, I take 15 each day, but slowly and surely I recovered."

Elsie had lived in Bromley for 50 years, but after her convalescence in Rochester, she chose to remain living with her daughter and son-in-law rather than return to the solitude of her flat. Her days became spent watching hour upon hour of television in her bedroom, and she would rarely venture out or talk to anyone outside of her close family. Gradually, and despite the support of her loving family around her, she became increasingly lonely. Elsie herself admits, "Looking back, I would've gone into a depression."

Then, in the spring of 2017, Elsie's daughter telephoned from Australia, and made a life-changing suggestion. She asked her mother how she would feel about going to Age UK for a couple of days each week, explaining where the centre was, and the types of activities her mother would have the chance to enjoy. In an instant, Elsie agreed to give it a go, and she hasn't looked back since.

She was visited the following week by Alison, one of the day centre's members of staff, who explained what a typical day at the Age UK Medway day centre would be like. She answered each of Elsie's questions, and left her feeling reassured she was making the right decision, and looking forward to a new chapter in her life.

Elsie began attending the centre in June 2017 and to this day, continues to be collected by an Age UK Medway minibus two mornings each week. She tells us that, from the moment she walked into the centre, she felt a sense of belonging and companionship she had not felt since her days of dancing with her husband and friends all those years before. Joining Age UK Medway also helped Elsie regain her strength and her wish for independence, so much so that she now lives in her own apartment in a housing scheme, supported by some wonderful carers.

Aged 92, Elsie has become a popular client in the day centre, and made many friends amongst both her fellow clients, and the staff. Elsie says.

"My favourite thing is to sing all the old songs. I love singing and having a good laugh with the girls. And all the staff are so lovely. I can't thank them enough, they are wonderful."

**Names have been changed*



105,838

miles travelled by our minibuses, to collect....



536

...customers, who enjoyed....



164,060

...hours of mainstream and dementia day care.



‘A Reason to Get Up’: Alf’s story

*Alf began work at Chatham Dockyard as an apprentice when he was just 14 years old. He retired aged 65, after forty years as one of the Dockyard’s senior mechanics. The first years of his retirement were spent as he had always hoped they would be... with his beloved wife, Mable, enjoying the life of a retiree around the Gillingham area he had called home his entire life. However, in her early eighties Mable fell ill, and after a long illness, on the eve of his 84th birthday, his wife of fifty years died, leaving him heartbroken.

With their son living far away in Canada, Alf had no close family nearby, and gradually lost interest in the outside world. Not wanting to go anywhere without Mable, he became increasingly isolated, and eventually his only interaction with others came from a weekly visit to his local shop. However, troubled by worsening arthritis, that too was becoming more of a struggle from one week to the next.

Alf fell into depression, and shortly after turning 85 he began to show early signs of dementia, becoming confused, and muddled by simple, everyday tasks. His general health also became progressively worse, and the extreme pain in his legs made visits to his local shop fewer and further between. In spite of all this though, Alf did not visit his doctor, not wanting to make what he saw as a fuss.

This had gone on for a number of months when, realising he had not seen Alf for a while, a neighbour paid the old man a visit. He was shocked to see how much Alf had deteriorated, and recognising help was

desperately needed, immediately contacted us to find out what we could do.

From the conversation with Alf’s neighbour, we could tell it was important we acted as soon as possible. We passed his details to our team of Befrienders, who arranged for a friendly lady to visit him each week. Having someone to sit with and talk to once again meant the world to Alf, and it wasn’t long before his depression began to improve. His Befriender even helped him arrange an appointment with his GP, who gave Alf much-needed medication for his arthritis, and began monitoring his dementia.

He also began attending our day services each week, with our minibus collecting him from his home and taking him to the centre. There he spends time chatting and playing cards with his new friends, and enjoys a hot meal and listening to music, before we take him home again in the afternoon.

And on those days when we won’t be seeing him, we give Alf a Good Day Call to check he’s alright, and can deliver him a nourishing, hot meal right to his doorstep.

He is a different man to the one we first met, and Alf’s later life is much happier and healthier than it might otherwise have been. Speaking about the impact Age UK Medway has had on his life, Alf explained,

“I missed not having people to talk to, but you’ve given me a reason to get up in the morning.”

**Names have been changed*



64,260

hours of Dementia-specialist day care provided



6,000

hours of visits/calls made by our Befrienders



2019

the year that the Good Day Calls service was launched

2019/20 in numbers from treadmills to toilet rolls!



5

Number of treadmills used by our clients when they visited the Nuffield Health gym.

100

Number of toilet rolls donated by Pippins Preschool of West Malling, supporting our response to the coronavirus pandemic.



119

Number of HandyVan visits to customers' homes to help with jobs, big and small, around the house.

1,878

Number of little hats knitted for Age UK's partnership with Innocent smoothies—each of which keeps a smoothie bottle's head warm and raises 25p to help Age UK provide much-needed services to support older people.



24

Number of hours danced by our Gillingham staff to raise money to purchase a Tovertafel for our customers.



200

Number of slices of bread pudding baked by our day centre staff, to sell at the Salute to the 40's event in Chatham's Historic Dockyard in September, raising £235.04.

1

Number of Pride of Medway Award nominations, for Anthony, after 11 years of volunteering as a Driver for Age UK Medway.



1

Number of Medway Youth Award winners in our team of volunteers; Alex having been recognised for his efforts winning the award for 'Courage and Inspiration'.



Find out about the latest activities at Age UK Medway and how you can be involved by visiting www.ageuk.org.uk/medway or follow us on:



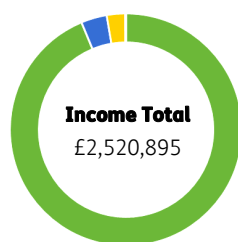
Financial Review

Our total income for the year was £2,520,895

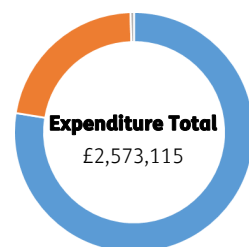
Income from charitable activities, including our mainstream and dementia day care, and homecare services, declined to £2,249,589.

Our expenditure increased by 6% to £2,573,115 as a result of the 4% National Living Wage increase for staff wages, and additional staff costs arising from the purchase of a Trading Company, aimed at expanding the charity's options for generating funds for its services.

	2019/20	2018/19	Percentage
Total incoming resources	£2,520,895	£2,424,749	+4%
Total resources expended	£2,573,115	£2,427,378	+6%
Net incoming (outgoing) resources	(£52,220)	(£2,629)	-
Total funds as at 1st April	£1,283,485	£1,286,114	-0.2%
Total funds as at 31st March	£1,231,265	£1,283,485	-4%



Charitable Activities £2,249,589	Other Trading Activities £119,635
Donations & Legacies £135,169	Investment & Other Income £16,502



Direct Costs of Charitable Services £1,995,734	Professional Fees £12,225
Indirect Support Costs £565,156	

Thank you

We'd like to thank all our donors, customers and supporters for their valued contributions, as well as our trustees, staff, volunteers and partners. Special thanks also go to the following individuals, businesses, public bodies, trusts and foundations for their generous support.

Dennis Potter & Susan Plummer	Mike Athurst	Pretending People Theatre
Home-Start Medway <i>Grey 'n' Play</i>	Chicago Glass, GlasWeld & Ryebrook Resins	Lance Print Ltd
Admiral Nurses	MidKent College Level 3 Beauty Therapy Students	Trevor Styles
Bligh Primary & Infant School	St. Stephen's Craft Group	Ellie Thomas Photography
Gaz Hake, Chatham Town FC	Cathy, Medway Council Regeneration Team	Pippins Preschool
Woodlands Academy	Georgia Holloway	VeeTee
Moving Memory Dance Theatre Company <i>Love Grows</i>	Terry Knight	Suet To Go
The Right Step Dance Company <i>Armchair Sessions</i>	Wetwheels South East	Morrisons, Princes Park
Kova PR	Storm King	Kent PPE Support
Steve Brown	Nuffield Health Group Rochester	Alan Hathaway
Cas Holmes Artist	All Saints Church Allhallows	MDL Marinas
Blitz n Pieces Band	Bushkraft Forest School	Miller Harris Perfumer London
Asda Gillingham Pier	Lisa Wells and friends	Tesco Extra, Gillingham
Bredhurst C of E Primary School	Cubs and Explorers <i>41st Medway</i>	Asda, Chatham
		Aldi, Strood

Get Involved

There are many ways to support us in our mission to help the older communities of Medway Love Later Life

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. There are lots of things you can do to help us continue to be there for the older people of Medway, now and in years to come.



Donate to Us

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

Visit www.ageuk.org.uk/medway/get-involved/donate



Work with Us

The team at Age UK Medway is one that has been going for over 45 years—over which 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/get-involved/job-and-apprentice-opportunities



Leave a Legacy

An important part of our donated income comes from legacies left by ordinary people who, after providing for their loved ones, want to leave something to a local cause they believe in.

Visit www.ageuk.org.uk/medway/get-involved/leave-a-legacy



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/get-involved/fundraise-for-us



Volunteer for Us

Becoming a volunteer has so many benefits; not only are you helping to improve the lives of older people in Medway, but it is so rewarding and a great experience too.

Visit www.ageuk.org.uk/medway/get-involved/volunteering-opportunities



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/get-involved/corporate-partnerships

Keep in touch with us

Get the latest news, updates and info from Age UK Medway

Follow us on social media:



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



Age UK Medway
The Admiral's Offices
The Historic Dockyard
Chatham
Kent, ME4 4TZ



01634 572 616



enquiries@ageukmedway.org.uk



Registered Charity number 1133023. Company number 06876354.