



Promoting the wellbeing of older people in and around Northumberland

Annual Report 2017



Chairman's Foreword

We are proud of our many achievements this year in promoting and tackling the wellbeing of older people in our county. The economic, social and health conditions facing older people continued to be challenging as we saw no end to the austerity measures already impacting vital services.

During the 2016/17 fiscal year we have continued to deliver our vital services as we continued to restructure our charity for long term sustainability. This restructuring has impacted our financial performance but has enabled some amazing moments.

The moments we describe tell the story of our work, and the work of our volunteers and local partners. From small moments that make a big difference to individual lives, to big moments that influence major change that benefits everyone – they all show how we are helping people to promote the wellbeing of older people in and around Northumberland.

Our moments:

Moment 1 – Delivered over 390,000 hours of Home Care in the community

Moment 2 – Secured over £1.5m annualised benefits for older people across Northumberland

Moment 3 – Held the first Chairman's Ball – generating over £13,000 towards a new Friendship Line

Moment 4 – Helped over 11,000 older people to keep fit

Moment 5 – Janet Gray joined the Long Term Conditions programme and is now enjoying getting out and about with confidence.

Throughout the year we have refined our strategy further to ensure we really focus on addressing the needs of older people in Northumberland and intend to create a systematic approach to consulting with older people. From April 2018 we will be developing service hubs across our geographical base.

Finally, I would like to everyone involved with the charity. Your continued support gives us the energy to make the impact our older people deserve.

Andrew Marsh, Chairman



Chief Executive's Report

In my first year as CEO at Age UK Northumberland, I have been overwhelmed and inspired by the commitment and dedication of the staff and volunteers providing care and support to older people across the county. In acknowledgement of this, a shared set of values have been developed to continue to inform our work and behaviours and provide the foundation to achieve positive outcomes for older people.

Our charitable activities have been funded again this year by donations from individuals and grants from Trusts and Grant giving organisations for which we owe a huge debt of gratitude, because without this support it would be far more of a challenge to deliver the care and support we offer.

Age UK Northumberland has developed a set of core organisational principles that provides guidance when it comes to our long term strategic thinking and ensures that we continue to follow our organisational mandate and purpose. One of these core principles is about being a self-sustaining organisation, which is in these times quite a challenge for most charities and we have again in this year used some of our reserves to maintain levels of service.

We are now seeking to enhance our trading activities which complement our charitable services to provide part funding as an investment in charitable activity which means that we will be able to continue to offer our core charitable services free of charge to older people in need.

Throughout this report you will note the range and impact that our work offers older people across Northumberland. Our Brand Promise is to support, enable and inspire the local community to age well, empowering people to thrive. We have an unwavering commitment to this and now have a clear set of our ambitions to match this.

In 2018/2019 our biggest goal is to reduce social isolation and loneliness for older people in and around Northumberland and we are already developing innovative methods through which to do so. I look forward to sharing more of this with you in next year's report.

Helen Mills, CEO





Our Brand Promise

To support, enable and inspire the local community to age well, empowering people to thrive

Over
4000
meals served in
lunch clubs

390,000
hours of home care
delivered

How We Helped 2016/2017

1750
enquiries
to our information
and advice line

£1.5m
in additional
benefits secured for
older people across
Northumberland

Charitable Services

Charitable Services is at the heart of Age UK Northumberland and highly valued by older people in the county. Services include: **Information & Advice, Advocacy, Health & Wellbeing and Social Care and Housing Option Advice.** The services are managed and staffed by experienced and dedicated staff and volunteers.

Between 1 April 2016 and 31 March 2017, the **Information and Advice Line** received **1750 enquiries, 69% being benefit related.** Subsequent work carried out by Welfare Benefits Advisers and volunteers resulted in **£1,507,456 in annualised benefits gains** achieved for older people. This service is funded by the organisation and grant funding. **£5676** was gratefully received in donations.

Our Advocacy Services helped to **127** unique clients, **44** of which accessed the **Macmillan Cancer and Older People's Advocacy Project.** The work is funded by **The Ballinger Trust, Macmillan and Comic Relief. The Money Go Round Project** was accessed by **16 clients** and provided a mix of information, advice and advocacy services. In March 2017, Marion Young our peer volunteer advocate won the Extra Smiles award in the 'Don't Panic, Capt. Mainwaring' category.

Health and Wellbeing continued as a core service at Age UK Northumberland. Over **40 exercise to music classes** were run each week, helping over **11,000 people to keep fit and active** in their communities. **The Falls Prevention Service** was funded by **Northumbria Healthcare Trust** and offered 12 week courses to frail, elderly people who have either had a fall or at risk of a fall. **10 classes** were held over the year which benefitted **90 people. The Dunhill Medical Trust** funded the **Long Term Conditions Programme**, which offers tailored exercise, lifestyle, and nutrition advice to those living with long term conditions. During 2016/2017, **45** people benefitted from support and noticeable improvements were observed in their health and wellbeing.

Age UK Northumberland wouldn't be able to operate our charitable services so successfully without our wonderful volunteers. Over **200 volunteers** work throughout the county and contribute anything from one hour a month, to three full days per week each. Volunteers have ran lunch clubs, exercise classes and helped out at day centres, as well as staffing our Information and Advice services or providing advocacy support.

Long Term Conditions Project

At the start of 2017, Janet Gray from Wooler, could not walk without the aid of a stick and a great amount of pain but thanks to the Long Term Conditions Project she now has a new lease of life. The programme is funded by the Dunhill Medical Trust and aims to help people with long term health conditions to get fitter, feel better and improve their quality of life. Janet has several long term health conditions which affected not only her mobility and balance but her confidence too. She depended on 'her sticks' to help her walking and balance and became totally reliant upon them to aid her mobility. The first course was set up in the Evangelical Church Hall in Wooler and Janet went along. An assessment was undertaken at the start of the course to set an individual exercise programme to suit Janet's needs. After each session, Janet could feel an improvement not only in her physical health, but her confidence improved and her mental wellbeing too. Janet stated "when I first started, I had to use one stick and hold onto the windowsill for support, which was probably more of a confidence issue than a physical one. By the end of the programme I was joining in with everyone else with no support. That felt great. My posture has improved a lot and I get a real sense of achievement when I do a little job

around the house". Janet also feels that the improvement in her health has an impact upon her husband, who is her main carer. They can now go out together and enjoy activities; which is also helping his mental and physical health. "Anne gets rid of all your negative thoughts about your health conditions and keeps you moving. It's a really worthwhile programme and anyone who feels they want to improve their outlook on life should sign up".



Community Services

- Age UK Northumberland provides **Home Care** to private clients and through contracted services in partnership with Northumberland County Council.
- The service has enabled **800 service users** to live at home in their own communities.
- **7000 hours of home care** were provided per week within **Blyth, Ashington, Wansbeck, Morpeth and Alnwick** districts, carried out by **250 Home Support Workers**.
- We are Northumberland County Council's preferred provider of services in Ashington and Blyth.
- 98% of service users would recommend **Age UK Northumberland's Home Care to family and friends**.
- Our **Day Centres, Community Dementia Service and Lunch Clubs** have provided vital services in the community to maintain physical and mental wellbeing, combat social isolation and to provide respite for families.
- Throughout the year, we provided support to people attending over **5,000 Day Centre sessions** in Alnwick, Amble and Blyth.
- The services are supported by a mixture of paid staff and volunteers and offer a range of wellbeing activities and access of wider support and advice.
- Our six **Lunch Clubs** provided **4000 home-cooked**, two course meals during 2016-17 and are run solely by volunteers.
- A **Community Dementia Service ran throughout** the year in Amble and continues to go from strength to strength.

You Said, We Did

Age UK Northumberland's response to your feedback at last year's AGM

You Said	We Did
Social isolation was the most pressing issue for older people in Northumberland	Developed a Reducing Loneliness Campaign
Age UK Northumberland lacked a partnership approach	Agreed to taking a partnership approach in the development of existing and future services
Age UK Northumberland do not sell ourselves	Put plans in place to develop our website and launch a social media campaign around reducing loneliness
Age UK Northumberland needs to maximise funding opportunities	Created the idea of developing a Chairman's Ball each year to generate income to support services in reducing loneliness

The Round House Centre



We deliver a range of services and activities at the Round House including: Dancercise, Chair Based Exercise, Zumba, Qi Gong, Woodland Walks, Exercise to Music, Knit, Stitch and Natter, IT Classes and Social Fridays. The exercise classes and gym sessions that took place in 2016/2017 benefitted **2500 people** across the year.

Open Monday to Friday, from 9am until 3pm, **The Round House Café** continues to be a bustling hub for older people in the community. The café provides a range of delicious, reasonably priced meals and snacks for visitors to the centre and those that participate in activities. The Catering Team also provide catering for internal and external meetings. The Round House is also the setting for our Christmas Parties for our friends in the community. In December 2016, the Catering Team cooked over **100 Christmas lunches**, served by staff and volunteers of Age UK Northumberland.

There are a number of rooms and offices to hire at The Round House for meetings and social gatherings. The rooms are accessible with lifts between floors and there is the significant benefit of on-site parking.

For further information about activities and facilities at The Round House, please contact: info@ageuk-northumberland.org.uk

Financial Summary

£5.4m income for the 2016/17 year

£5.76m expenditure for the 2016/17 year

99% of expenditure was spent on charitable services

£5,676 of income received in donations

Thank You

We would like to thank all of our staff, volunteers, donors, funders, campaigners, supporters and friends for their valued contributions. Our Trustees and partners underpin our vital work and support is hugely appreciated.

Special thanks also goes to:

Age UK

Alderson Law

Ballinger Charitable Trust

Big Lottery

Broomhaugh & Riding Parish Council

Care and Repair

Charities Aid Foundation

Church Council of St. Michael

Coanwood Parish Council

Comic Relief

Dunhill Medical Trust

East Bedlington Parish Council

Embleton Parish Council

EON

First Stop

Haydon Parish Council

Healthwatch Northumberland

Hedgeley Parish Council

Macmillan

Newbiggin Town Council

Northumberland County Council

Northumbria Healthcare Trust

Northumbria Sports Foundation

Pegswood Parish Council

Shotley Low Quarter Parish Council

Stamfordham Parish Council

Wylam Methodist Church

Wylam Parish Council



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