

# *Impact Report* 2019-20

Local services, local people, local charity



# We're Age UK Rotherham

Age UK Rotherham is an independent local charity that works with and for older people in the Metropolitan Borough of Rotherham.

Our aim is to help Rotherham people to maintain their independence and quality of life as they get older. We also aim to give older people the opportunity to take part in activities that will help them to stay healthy and active, maintain social contacts and mix with people from different generations.

Whilst our services are available to all people over the age of 50, our main focus is on supporting people over 65, especially those who are particularly vulnerable due to declining physical or mental health or who face additional barriers such as money problems or lack of family support.

## Trustees

Chris Rivington OBE (Joint Chair)

Pat Wade (Joint Chair)

Barbara Laird

Martin Singer (Joined November 2019)

Maxine Dennis (Joined March 2020)

Roger Evans (Retired December 2019)

Shafiq Hussain (Retired November 2019)

## Chief Executive/ Company Secretary

Lesley Dabell

## Bankers

Cooperative Bank plc

27 Bridgegate

Rotherham

S60 1SN

# Introduction

## A message from the Joint Chairs and Chief Executive

**This report details the outcomes and impacts of our work for older people in Rotherham during the year 2019-20.**

As a Board, throughout 2019-20 we regularly reviewed and updated our plans so that we could respond to the changing environment strategically and operationally and, most importantly, continue to be there for older people in Rotherham.

The year was challenging for us as a local charity and put pressure on our resources. Despite this, we are proud that we continued to deliver our high quality support services to those in need of them and we listened to what older people told us about what matters to them.

At the same time, we continued to modernise our organisation so that it is sustainable and as efficient as possible. We also welcomed two new trustees, Martin Singer and Maxine Dennis, who both bring a wealth of expertise in their respective fields.

At the start of the year no-one could have foreseen the massive changes to our lives that unfolded as the Coronavirus pandemic struck in March 2020 and we went into 'lockdown'. While this brought additional challenges to our organisation, our teams have responded extremely well to make sure that Age UK Rotherham continued to be there for Rotherham's older people.

So, to our staff, volunteers, colleagues in partner organisations, trustees, funders and supporters thank you all for being there in 2019-20.



**Pat Wade**  
Joint Chair



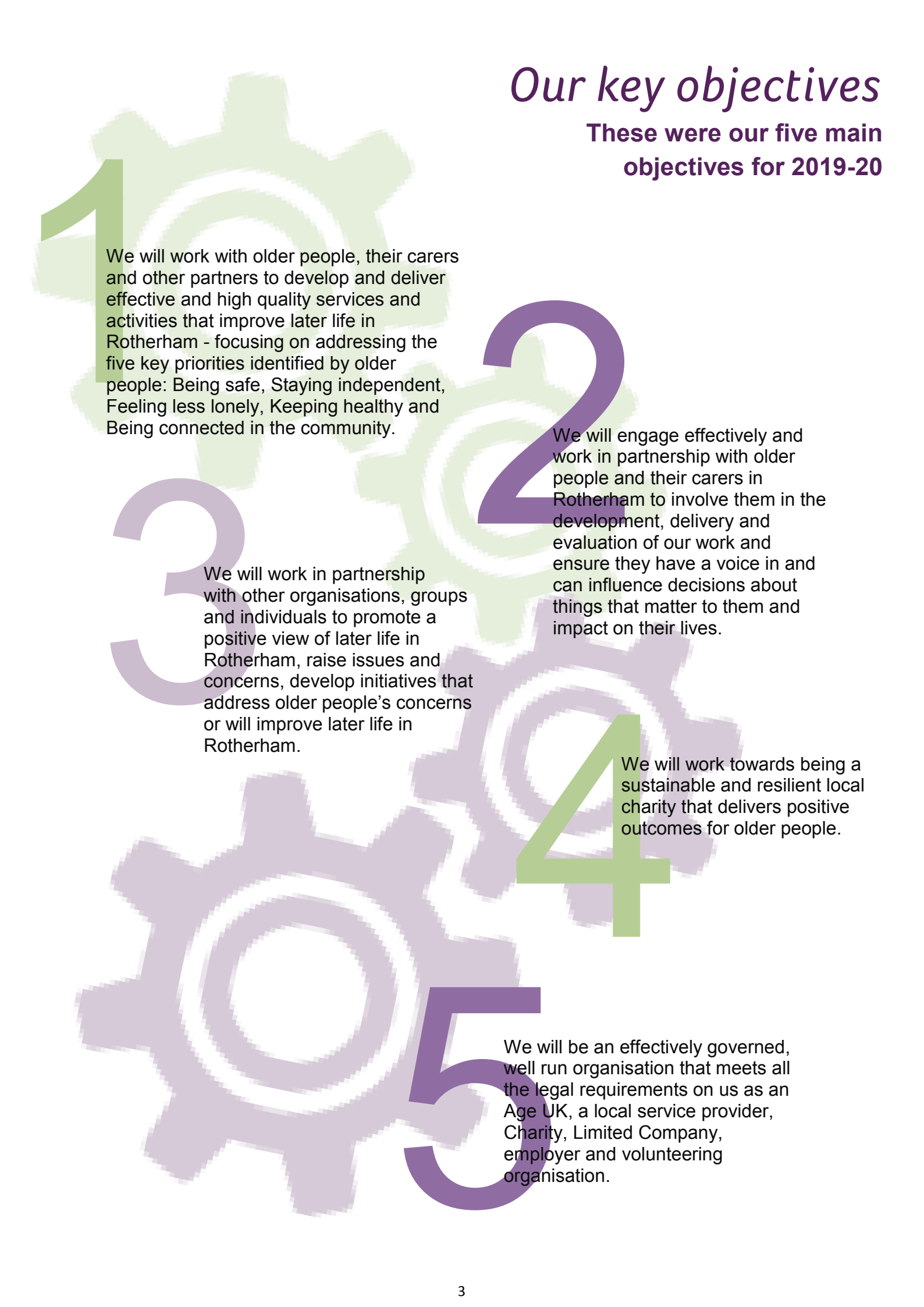
**Chris Rivington**  
Joint Chair



**Lesley Dabell**  
Chief Executive

# Our key objectives

These were our five main objectives for 2019-20



1 We will work with older people, their carers and other partners to develop and deliver effective and high quality services and activities that improve later life in Rotherham - focusing on addressing the five key priorities identified by older people: Being safe, Staying independent, Feeling less lonely, Keeping healthy and Being connected in the community.

2 We will engage effectively and work in partnership with older people and their carers in Rotherham to involve them in the development, delivery and evaluation of our work and ensure they have a voice in and can influence decisions about things that matter to them and impact on their lives.

3 We will work in partnership with other organisations, groups and individuals to promote a positive view of later life in Rotherham, raise issues and concerns, develop initiatives that address older people's concerns or will improve later life in Rotherham.

4 We will work towards being a sustainable and resilient local charity that delivers positive outcomes for older people.

5 We will be an effectively governed, well run organisation that meets all the legal requirements on us as an Age UK, a local service provider, Charity, Limited Company, employer and volunteering organisation.



## The National Lottery Community Fund Award

In June 2019 we celebrated a National Lottery Community Fund award for providing social and recreational activity groups for at least 240 older people over the next three years, helping them to meet new friends and reduce isolation.

**“ We have listened to what people say matters most to them in later life and we are really excited to have this opportunity to make a difference. ”**

Iain Cloke  
EngAge Rotherham Development Officer

## How we helped older people in Rotherham

During 2019-20 we supported around 5,000 older people, offering a range of services and support to them.

**£3.4m**



gained in benefits such as Attendance Allowance and Pension Credit, with support from our Information and Advice team.

**2,200**



older people were supported by our Information and Advice Service, making 7,545 contacts with them.

**833**

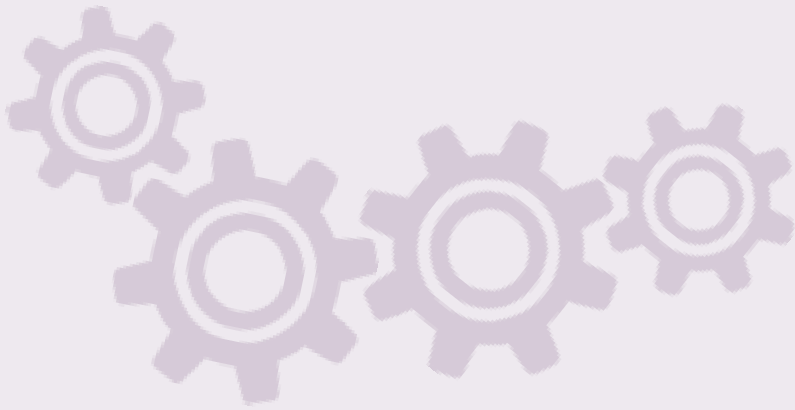


older people were helped by our Hospital Aftercare Service to get back on their feet after a stay in hospital.

**125**



older people were supported through our help at home services to stay living independently and improving their wellbeing.



## EngAge-ing with the community

# 10,500



contacts were made with older people across Rotherham through our engagement and outreach work, including EngAge social and activity groups and other activities.

This work supports our activities to reduce loneliness and give a greater voice to older people across the Borough.

## As a result of our work:

- More older people were **supported** to maintain independent living and a good quality of life.
- More older people were helped to **stay safer** at home and in the community.
- **Fewer** older people felt lonely and isolated.
- More older people **stayed active** and **connected** in the community through volunteering and other activities.
- More older people had **more money** and accessed their full benefits and entitlements.
- More older people **had a voice** about things that affected them as individuals and as a group.
- More carers (many of whom are older people themselves) were offered **information and support** to help them care.

## Older People's Month October 2019

During Older People's Month 2019 we supported Rotherham Older People's Forum and other partners to provide a focus on older people's issues.

This year we worked with leaders in the arts and creativity sector to celebrate creativity in later life.

We had a lot of fun with wonderful creative elders at our Rotherham Older People's Month conference: 'Creativity and Ageing'.



# Thank you for your support

Thank you to everyone who helped to make 2019-20  
memorable and successful.

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**We would like to thank our supporters, funders, customers, staff, volunteers and partners who have worked with us, including:**

- Age UK
- Allotts Business Services
- Asda Rotherham
- Carlton Park Hotel
- Clifton Methodist Church
- Engage Rotherham Groups
- EON via Age UK
- Friends of Clifton Park
- Functional Fitness
- Glamourpuss Weddings
- Healthwatch Rotherham
- Independent Training Agency
- JFYP Studio
- Lilleker Brothers
- Love is Louder
- Marjorie Coote Old People's Charity Fund
- Mears Group
- Morrisons
- Ray Matthews
- REMA
- Rother FM
- Rotherham Advertiser
- Rotherham Clinical Commissioning Group
- Rotherham Golf Club
- Rotherham Harriers
- Rotherham Health and Wellbeing Board
- Rotherham Hospital Foundation Trust
- Rotherham Metropolitan Borough Council
- Rotherham Minster
- Rotherham Older People's Forum
- Rotherham Pensioners Action Group
- Rotary Club of Rotherham
- Rotherham Social
- Prescribing Service
- Rotherham Together Partnership
- Rotherham United Community Sports Trust
- South Yorkshire Community Foundation
- South Yorkshire Fire and Rescue Service
- South Yorkshire Police
- Tassibee
- Tesco Extra Rotherham
- Tesco Maltby
- The National Lottery Fund
- Voluntary Action Rotherham
- Yorkshire Chocolatier
- Yorkshire Venture Philanthropy Fund

# On the road with Ray

Keen runner Ray Matthews is well known for running 75 marathons in 75 days at the age of 75. As an Age UK Rotherham Ambassador, he supports our events and is a key figure behind the Rotherham 10K.



Spreading a little positivi-TEA, Ray Matthews joined us for two inspirational talks in February 2020 at Morrison's Bramley and Maltby Library.



Photo courtesy of Rotherham Advertiser

Late in 2019, Ray Matthews (Race Ambassador) and Steve Gaines (Race Director) presented a cheque for £2,235 to our Chief Executive Lesley Dabell as a result of the Rotherham 10k and Fun Run 2019.

## Cheque this out!



Julia Jones from Tesco Maltby visited our Furniture Warehouse to present a cheque for £165.77 to our Fundraising Officer Julie (left). The money was raised from sales of books at the store.



## Our volunteers

Our volunteers supported our work in a range of ways. This included work across all service areas as well as supporting us with administration and fundraising.

Volunteers provide valuable resources that complement and enhance the services provided by paid staff, adding value and quality to those services and helping to sustain them.

Around 80 percent of our volunteers are people over the age of 50. They report positive impacts on their own health and well being as a result of volunteering for Age UK Rotherham.



Fundraising volunteer Clair completed the Rotherham 10k raising an amazing £540 for Age UK Rotherham.

## *We'd love your support*



### *Donate*

Support from individuals, grant providers and businesses is essential to our work with older people.



### *Volunteer*

Our volunteers are important to us. By sharing your skills or simply donating your time you would be helping a great cause.



### *Fundraise*

There are lots of ways you can raise money and we'll provide support to help you along the way.



### *Campaign*

Many people campaign with Age UK to help improve support and services for people in later life.

## *We'd love to hear from you*

**For more information about our services please contact:**

**Advice and Information Service**

Tel: 01709 835 214

**Care and Support Services**

Tel: 01709 786 955

**Registered office:**

Galax Business Centre, Eastwood Trading Estate,  
Fitzwilliam Road, Rotherham S65 1SL

**Visit us online at: [www.ageuk.org.uk/rotherham](http://www.ageuk.org.uk/rotherham)**

Age Concern Rotherham Ltd operating as Age UK Rotherham is a registered charity No. 1039771 and a company limited by guarantee registered in England and Wales No.1927474. Our registered offices are Galax Business Centre, Eastwood Trading Estate, Fitzwilliam Road, Rotherham S65 1SL.