

**Age Concern Rotherham
Annual Report
April 2010 - March 2011**



**Age UK Rotherham
Key Priorities
April 2011 - March 2012**

We would like to take this time to thank our funders, supporters and partners who worked with us over the past year.



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(now known as Age UK Rotherham)	

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Key Achievements and Priorities 2011-12

Key Achievements: 2010-11

- Services and support were provided to around 6, 000 older people in Rotherham with a wide range of needs, helping them to live as independently as possible and improving their quality of life.
- Care Quality Commission registration was achieved, which will enable us to offer more flexible packages of support in the future, with Home Care Enablers being able to offer personal care such as assisted bathing and other forms of support such as accompanied outings as well as the usual domestic tasks.
- The Hospital Aftercare Service pilot was successfully concluded, with a good evidence base. As a result the service is continuing in 2011/12. And a subsequent study by Sheffield Hallam University has confirmed the value for money offered by this service (See Annex C).
- A 28% increase in demand for support from our Advice, Information and Advocacy Service was managed on an exceptional basis, with no increase in resources.
- £639, 463 worth of additional benefits was gained by older people in Rotherham with support from our Advice, Information and Advocacy Service, a 21% increase on the previous year.
- Ideas for the 'Rotherham Less Lonely' Campaign were developed, and plans are in place to work on this with partner agencies in the coming year.
- Some 60 volunteers contributed over £230, 000 worth of work to our organisation in 2010/11.

Key Priorities: 2011-12

- To deliver and develop our range of flexible, practical, and enabling services to support older people's independence.
- To reduce loneliness and social isolation experienced by Rotherham's older people.
- To secure a sustainable basis for our advice and information service, so that it can continue to work on a range of issues for older people and their carers.
- To enable older people in Rotherham to have a voice and a choice about things that affect them individually and collectively.
- To ensure that Age UK Rotherham is a high quality organisation that is well governed and sustainable.

About Age Concern Rotherham

Age Concern Rotherham (known from April 2011 as Age UK Rotherham) is an independent local charity that has been working with and for older people in the Metropolitan Borough of Rotherham since 1974. 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. And our top ten tips for better ageing are on page xx.

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.

From 4 April 2011 we will be known as Age UK Rotherham as this will be our trading name, however our charity will still be registered as Age Concern Rotherham Ltd

Board of Trustees during 2010-11:

Chairman John Walton Resigned 31 March 2011

Deputy Chairman Ralph Beaumont

Trustees Susan Knowles Resigned January 2011

David Guy

Chris Rivington

Pat Cahill

Shafiq Hussain

Peter Broxham

John Cox

Sandra Waterfield

Chairman from April 2011

Chief Executive/

Company Secretary Lesley Dabell

Bankers:

Barclays Bank plc
Bridgewater
Rotherham
S60 1EG

Age Concern Rotherham is a registered charity No. 1039771 and a company limited by guarantee registered in England and Wales No.1927474. The registered offices of Age Concern Rotherham are 49 – 53 St Ann's Road, Rotherham, South Yorkshire S65 1PF. Our website is at www.ageuk.org/rotherham/

Annual Report: April 2010 to March 2011



From the Chairman:

This report comes at the end of my final year as Chairman of Age Concern Rotherham, as after 8 years as a Trustee and 2 years in the Chair, I will be retiring from the Board of Trustees on 31st March 2011.

During the past year the Board of Trustees and Senior Management Team have continued to work hard to secure the future sustainability of our organisation and services at a time of increasing change and challenge in the world around us.



John Lawson Walton,
Chairman, 2010-11

This has included:

- Concluding the work to become a Brand Partner of Age UK from the 4th April 2011. This will ensure that we maintain positive and effective working relationships with the national charity and our sister organisations in other parts of the UK so that Rotherham's older people benefit from the knowledge, expertise and resources that this wider movement brings;
- Continuing to invest in reviewing and developing the governance, management and infrastructure of our organisation so that we maximise our effectiveness and efficiency moving forward;
- Developing our business plan and service plans, and our funding and resources strategies to ensure that we will be here to serve the needs of Rotherham's older people, in ways that they need and want in the future;
- Working to find new ways of bringing in more volunteers to support and enhance all areas of our work.

As a result of all of this work the Board believe that Age Concern Rotherham is in good shape to continue to support Rotherham's older people for years to come.

During the year we have had a number of changes to the Board of Trustees, with some longer standing members stepping down and new people joining us. Whilst we are sorry to see people go and thank them for their contributions to our work, I am pleased to report that the current Board has a mix of skills, knowledge and expertise that will stand the organisation in good stead as we move forward. Chris Rivington has been appointed by the Board as the new Chairman from 1 April 2011 and I wish him well as he takes on this new and important role.

To conclude, whilst we think it is important to engage in the national agendas affecting older people through the partnership with Age UK nationally, we remain very much a local charity and our primary focus is on older people in Rotherham Borough.

As such we believe it is important that we are accountable to local people. This report sets out what we have done in the past year towards achieving our objectives and shows the **real difference** our work has made to the everyday lives of older people in Rotherham this year.

John Lawson Walton, Chairman, 2010-11

From the Chief Executive



Lesley Dabell, Chief Executive Officer

2010-11 has been a further time of change and challenge for all of those working to support older people in Rotherham and elsewhere. The economic climate and change of Government, with consequent shifts in policy and changes in partner organisations (including changes to the people and structures to which we relate) have all had an impact on our work. Continuing demographic changes and public sector financial pressures will continue to challenge all of us who are involved in delivering services and support to older people in the coming years.

Age Concern Rotherham, like other organisations, has needed to respond to this changing and challenging external environment positively and proactively in order to make sure that we are able to continue to provide our services for older people in the Borough, and to work together with all our partners to ensure that older people in Rotherham get all the services and support they need, both now and in the future.

I am pleased to be able to report on some of the ways in which Age Concern Rotherham has made a positive difference to the lives of around 6,000 older people in the past year, helping them to:

- Live more independently at home, with a good quality of life;
- Have access to a range of flexible services that meet their individual needs;
- Maximise their benefits income and have access to information and advice that they need;
- Feel less lonely and socially isolated;

- Have more influence over things that affect their lives, individually and collectively;
- Have access to insurance services and other products that meet their needs.

We have done this by:

- Providing and developing the practical help and support we offer to enable people to maintain or regain their independence;
- Providing advice, information and advocacy for older people and their carers;
- Developing and providing activities and services that promote and support physical and mental health;
- Developing our plans for enhanced services to address loneliness and isolation;
- Providing insurance services, will writing and information about other Age UK products through our trading company;
- Working with local partners to make sure that older people in Rotherham receive the services and support that they need and deserve in the years to come.

In addition, we have been developing our own business and service plans and looking at ways of increasing the sustainability of Age Concern Rotherham by developing our social enterprise and income generation activities.

We have seen some changes internally this year both on the Board and staff team. I would like to thank all those that have gone on to pastures new, especially John Walton, our retiring Chairman, for the support, help and challenge they have offered to me since I came into post in December 2008. I also want to welcome the newcomers on the Board and staff team, who are already making significant contributions to our work, and to thank those who have remained throughout this period for all their hard work and energy. I am sure that together we will make sure that our organisation goes from strength to strength in the future so that we can offer the best possible support to Rotherham's older people as we become Age UK Rotherham in April 2011.

This has again been a very busy year. The following pages therefore provide more detail about **some**, but by no means all, of our activities in 2010-11.

I hope that you find this report of interest and I would welcome any comments you would like to make on our work and future plans.

Lesley Dabell, Chief Executive

Supporting Older People to Regain and Maintain Their Independence

Everything that we do at Age Concern Rotherham is aimed at supporting older people to maintain and/ or regain their independence in some way. We know that this is what older people themselves want. We also know that this is what the country needs, if we are to be able to continue to provide a good quality of life for our older people in the face of demographic and financial pressures.

Staying Independent at Home

During 2010-11 we have been developing our **'Supporting Independence Service'**, transforming our Domestic and Handyperson's Services to offer a wider and more flexible range of home based support for older people in response to the changing needs that they tell us they have. A key request has been to have workers that can offer a variety of different forms of support, so that older people do not have a wide range of different people working for them and have continuity of care and support to enable them to build up a relationship with 'their' worker.



Members of the Domestic Services team

Work this year towards this goal during 2010-11 has included:

- Registering with the Care Quality Commission (CQC) so that we are able to offer personal care to people in their own homes;
- Developing our assessment processes so that we can help people to put together a 'package' of support that they want from us;
- Developing some of our 'domestic' staff to become 'enablers', who can offer a range of support to older people at home, including bathing and personal care as well as cleaning and shopping and also provide accompaniment for shopping, appointments and social events;
- Putting in place plans to expand delivery of our footcare/ nail cutting service by starting to deliver this in the community and in people's own homes;
- Developing our Handyperson's service to provide more gardening and specialist support such as plumbing.

In addition to these new developments we have supported around **300 regular customers**, 87% of them over 75 years, with our usual range of domestic cleaning and shopping services. During the year, as we extended our services to include more personalised services, we have seen an increase in the number of people requesting an escort to enable them to go shopping themselves rather than have this done for them.

There has also been an increase in the number of people asking for support with their laundry and ironing. From May 2011, following completion of the CQC registration, we will be able to extend these services further to meet a wider range of needs such as help with bathing and dressing.

“I have just had experience of your efficient, happy organisation. They breezed in and worked in a very happy manner. I am very pleased and thank you.”

Mr R about the one off job to clean his kitchen walls, after having his ceiling re-painted. He has now booked a regular cleaning service.

Our Handyperson's Service supported around 1200 people this year. As we no longer have a contract with the Local Authority for this Service we have been developing our ability for the service to be self sustaining so that we can continue to make this available to older people in future. There has been a particularly increasing demand for our gardening service during the past year, as many older people struggle to maintain their gardens, which could otherwise leave them vulnerable to increased crime and unable to enjoy their home environment. We will be continuing to develop this service in the coming year

“I am so glad Mrs C told me about you. My garden is a credit to Age Concern Rotherham, your gardener and volunteers. Since my son passed away I have struggled. At 87 I can't do gardening. I am so grateful and couldn't wish for anyone else, your gardening service is so good.”

Mrs Y, regular gardening customer.



Anne Thomas receives flowers from the Domestic Services Team for her many years of service



Case Study: Safeguarding Older People

Mrs W, aged 91, is frail, suffering from dementia which has been getting rapidly worse and has no family in the area. She is a regular client of both Domestic Services and the Handyman Service.

A request had been made by her social care support worker for the Handyman Service to fit a chain to a door for Mrs W. When the handyman arrived to do the job the support worker was not there as expected, and Mrs W became upset and refused to let him in, saying she did not want anything doing and she was frightened of him. The handyman didn't want to further upset her, so contacted the office who told him to wait while the support worker was contacted.

While waiting, the handyman rang back to say Mrs W was standing on a chair, trying to climb out of the window. He asked if he could help her. She said she had lost her keys and wanted to get out and go to a neighbour, although she had keys in her hand.

The support worker was subsequently contacted, and she gave us the contact details of Mrs W's care provider. When informed what was happening, the care provider said that they too were having concerns about Mrs W, as she had been found trying to climb out of the window on previous occasions.

At this point our staff became concerned for Mrs W's safety and we took the decision to report this as a safeguarding issue to Social Services. A few days after this incident we were informed by Social Services that the decision had been made to take Mrs W in to care for her own safety.

Regaining Independence After a Stay in Hospital



Members of the Hospital Aftercare Service Team

The Hospital Aftercare Service, commissioned by NHS Rotherham, completed the second year of the two year pilot during 2010-11. The aim of the service is to provide short term support to older people and their carers following discharge from hospital, to help them to regain their independence and prevent avoidable readmissions.

At the end of year 1 (31 March 2010) an evaluation of the service's first year was carried out² which showed that the service had achieved all of its targets and in most cases exceeded these significantly. Feedback from service users and other partners, such as hospital ward staff, showed that the service being provided was of a high quality and that it was achieving significant **outcomes for service users, carers and partner agencies** including:

Earlier discharge and better discharge experience: Ward staff are more confident in discharging earlier when they know that some support will be in place for vulnerable older people. The provision of transport home and later collection of medication from the hospital pharmacy means that people can go home more quickly and do not have to 'wait about' on the ward once they have been discharged. Service users are 'settled in' at home by staff who ensure that they have sufficient food, warmth etc. in place before leaving them. This means that older people have a much quicker and easier transition from hospital to home and that the hospital saves 'bed days' by discharging people sooner.

“TTO (medication) collection saves hours for patients and they don't have to sit in the discharge lounge for long periods”

Nurse

“ It is reassuring to know that patients are settled in their home and not just dropped off at the curb side”

Nurse

² Evaluation report: Massey, H. (2011): *Audit of the Hospital Aftercare Service 2011*, Age Concern Rotherham..

Regaining independence and preventing readmission: enabling support is offered on a short term basis to provide practical help and reassurance in the days after leaving hospital to help people regain their independence and confidence.

“I appreciate the help you gave me and found each member of the team helpful in helping me prepare a light meal, collecting prescriptions and accompanying me on short walks. The support helped me adjust in the initial stages of my recovery. “

Service User

Increased income: helping people to get additional benefit with the support of our Advice and Information Service, which enable people to buy help and support to continue their recovery.

Access to other forms of support: staff provide information about, and make referrals to, a range of other forms of support that people may need such as Rothercare, Dial a Ride, hot meal providers, Assessment Direct, Falls Team (for falls assessment), Fire Service (for fire prevention advice and smoke alarms).

“When my husband came out of the hospital he had no incontinence pads, no care package and was receiving no AA money. Age Concern sorted out the incontinence pads, phoned his GP and arranged for the Carats team and carers to be put in place and applied for AA for him.”

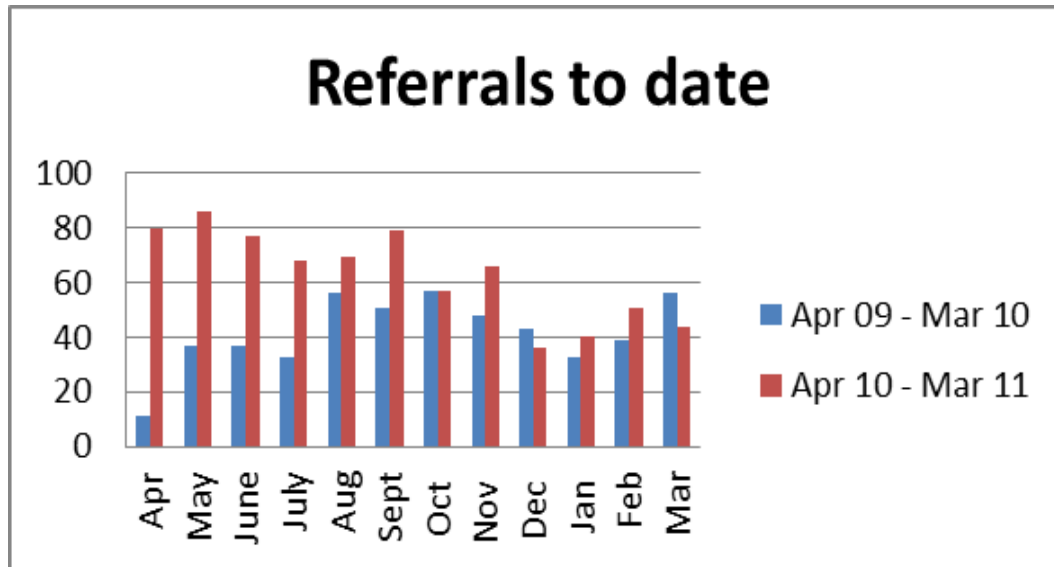
Carer supported by the HAS Team.

Decreased loneliness and isolation: many of the older people supported by the service do not have other forms of support from family and friends and are very lonely and isolated. In order to help combat this issue referrals can be made to our Linkline Service and staff and volunteers from the Hospital Aftercare Service provide ‘befriending’ visits on a longer term basis to those most in need. The first year evaluation and the work of the service in 2010-11 demonstrated that there was a lack of services to support this need for older people in Rotherham and this prompted us to begin the work on the ‘Rotherham Less Lonely’ Campaign, details of which are supplied later in this report.

“ The call is a life line to me as I have no local family... It gives me peace of mind someone is ringing.”

Linkline Service User.

During 2010-11 the service supported 752 older people, 83% of whom were over 70, against a target number of 240. This represented a 48% increase on the number of people supported in the previous year.



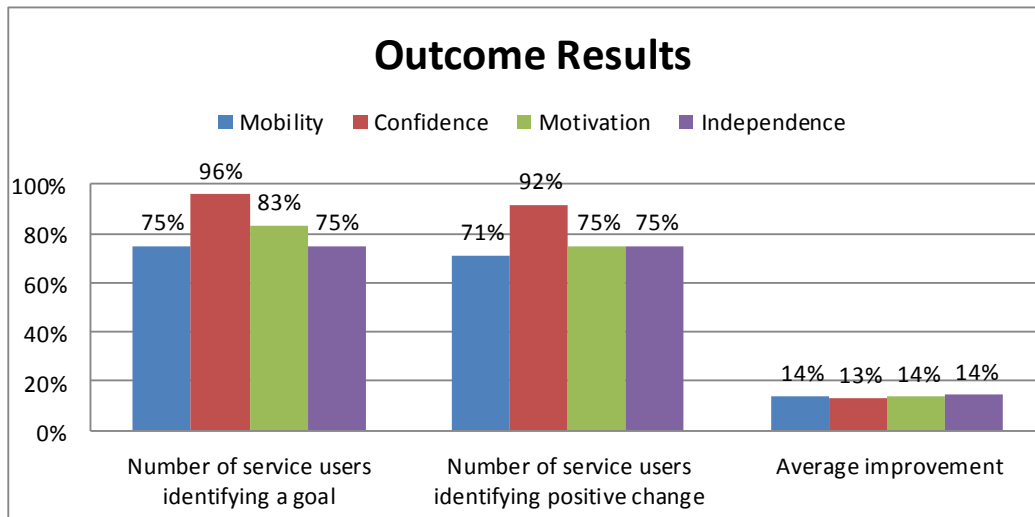
Hospital Aftercare Service Referrals 2009-10 and 2010-11

In addition the staff team supported 27 carers of older people, who are often older people themselves.

“My daughter could not go on holiday as she was worried about leaving me but because the hospital aftercare team were visiting she felt she could go.”

HAS Service User

As part of year 2 of the pilot during 2010-11, further evaluation was undertaken, including the introduction of a system to evaluate impact on targets set by service users for themselves. These were grouped under 4 key outcomes headings: motivation, mobility, confidence and independence. As the table below shows, those service users who chose to set targets consistently reported improvements towards their identified goals after the service had supported them over the short term period.



From the autumn of 2010 the service also took part in a study conducted by Sheffield Hallam University and Voluntary Action Rotherham to look at the value for money provided by this service[†]. The findings were that the service provides significant value for money (See Annex C for more details).

During 2011-12 we will be continuing to deliver the Hospital Aftercare Service as, following the completion of the successful 2 year pilot, the contract for this service has been renewed until March 2012.



Karen and Joan share a joke in the St Ann's Centre

[†] Dayson, C and Wilson, I (2011), *Demonstrating the value for money of third sector activity in Rotherham. Case Study Report: Age Concern Rotherham's Hospital Aftercare Service*, Centre for Regional and Economic Research, Sheffield Hallam University. This report was published in June 2011 and is available on request from us.

Case Study: Support after discharge from hospital

Mrs D. is an 86 year old lady, who had been admitted to hospital with a urinary tract infection. The Hospital Aftercare Service (HAS) transported her home after discharge.

Mrs D. lives at home with her daughter. The HAS team carried out an assessment to find out what support we could offer. Mrs D's daughter was concerned about leaving her mother alone so soon after her hospital discharge. However, she has her own mental health problems and needs to get out of the house and 'have her own time' each day because of these and also to do the shopping for them both. Mrs D. has slight memory problems and her daughter told us that not been eating well previous to her hospital admission.

Following the assessment, Mrs D. and her daughter decided that they would accept two visits per week from the HAS team to allow time for the daughter to go out shopping and have a walk around the town centre, giving them both a break from each other. It was also agreed we would encourage Mrs D. to make a cup of tea and a slice of toast for herself during our visits, as Mrs D. said that she enjoyed toast and it would be something she could manage to do for herself in time.

The HAS team made ten visits, and spent a total of 7 hours over a period of 5 weeks with Mrs D. In that time we made referrals to the fire safety team, the hotspots team for cavity wall insulation, Rothercare, the falls team and our Advice and Information Service for a benefit check.

Outcomes for Mrs D. and her daughter: Following our intervention Mrs D. was awarded low rate Attendance Allowance to help support her future needs. The Falls Team gave her advice on gentle exercises to help strengthen Mrs D.'s frailty and improve her strength. Mrs D. was able to achieve her goal of making own tea and toast. Her daughter felt more relaxed about leaving her mum for short periods of time, knowing the Rothercare and smoke alarms were installed.

Mrs D and her daughter felt our service had improved their lives and provided encouragement to them both after the hospital discharge. They were also reassured by the fact that they could contact the HAS team in the future if they needed any further support.



Advice, Information and Advocacy

Advice, Information and Advocacy are key services for older people in Rotherham, as they are across the UK, because they provide access to increased benefits and other entitlements and support older people on a range of issues that would otherwise have a detrimental impact to their physical and mental health and well being. They also support older people to live more independently and have a better quality of life. As a result of its importance to older people's lives, Age UK nationally has adopted this service area as its 'flagship service' across the country.



Staff and volunteers of Age UK Rotherham's Advice and Information Centre

Age Concern Rotherham's Advice, Information and Advocacy (AIA) Service works in partnership with other advice providers, such as CAB, through the 'Advice in Rotherham Partnership' (AiR) and is the **only specialist service** in Rotherham that focuses specifically on the needs of older people.

In the last year the AIA Service provided a range of support on issues ranging from welfare rights to debt to access to services in the community.

During 2010-11 demand for this service increased significantly, although the resources available to deliver this service did not increase. During this period the service has:

- dealt with 3526 enquiries compared to 2576 in the previous year (an increase of 28%).
- dealt with more complex cases than in the previous year (626 in 2009/10 and 908 in 2010-11 - an increase of 31%).
- made 285 home visits to older people who are housebound and frail, compared to 153 in the previous year (an increase of 86%).
- realised an additional £639, 463 in benefits for 128 older people (an increase of 21%).
- advocated on behalf of older people, helping to relieve stress and anxiety arising from a wide range of issues such as debt, utilities, community care.
- made referrals to other advice providers who can provide older people with specialist advice on debt and housing and received referrals from the other providers for our specialist provision.
- provided support to residents and family members to make their views known as part of RMBC's Home from Home Scheme which is set up to review and assure the quality of residential care for older people in Rotherham.
- acted as an advocate for older people as part of the Deprivation of Liberty system.

We believe the increased demand for this service resulted from a number of factors including:

- The number of older people in Rotherham is increasing each year;
- The current financial climate has led to more older people being in debt and experiencing fuel poverty;
- Changes in the social care system mean that more people need our support to access care and other services.

The support provided to older people by the service has helped to make their lives more easy and manageable. For some people it has enabled them to have increased choice and to purchase things they need to support them, for example:

- massage sessions to help relieve pain;
- equipment to help them stay independent;
- cleaning and gardening services, helping them to maintain their lifestyle and positive mental health as their physical capability diminishes.

For others it has helped them to resolve issues, such as debt and problems with utility companies, that were causing them worry or to obtain access to other forms of support from the statutory agencies and other community based organisations.

The AIA Service provides an essential and greatly needed service for Rotherham's older people. However, the cost of this service has to be met by getting funds from a range of sources and this means that it is often in a very insecure position. During 2011-12 we will be entering a period when the future provision of this service becomes much more uncertain and we will be working to try to secure new resources to ensure that we can continue to provide this much needed service in the future.



Chris Rivington, Lesley Dabell and Debbie Clarke present flowers to the Mayor during the Elvis Tribute Night, fundraiser for the Age UK Advice and Information Service



Case Study: Advice To Support Independent Living

Mr and Mrs M. had been rejected for the provision of a stair lift by Assessment Direct (RMBC). Mr M. is 85 and Mrs M is 78 and both are in poor health. Mr M. was in receipt of full Disability Living Allowance for both care and mobility but was still rejected for a stair lift under the criteria currently in place.

Age Concern Rotherham AIA worker visited them at home and did full benefit check. With her help they applied for Attendance Allowance for Mrs M. and gained that benefit and arrears. Consequently, when Attendance Allowance awarded this triggered their eligibility for Pension Credit. The advice worker contacted Pension Credit on their behalf during a visit and helped them to make the claim. The worker also gained Carers Allowance forms for them, and although they did not qualify for any payment, eligibility for this allowance increased their payment of Pension Credit. Further visits were made to ensure all payments and information forwarded. Outcomes for Mr and Mrs M: As a result of the support of our AIA worker Mr and Mrs M. gained an extra total payment of benefit amounting to £210 per week, which enabled them to purchase services and support to enable them to continue to live independently. They were also entitled to a significant amount of arrears, using these they bought a stair lift allowing them to remain in their home safely and independently.

Mr and Mrs M. said that they would not have managed to access the extra benefits without our help and that potentially Mr M. would have fallen and injured himself and possibly Mrs M. whilst she was helping him if they had not been able to buy the stairlift.

Loneliness and Isolation: a growing issue



During 2010-11 the issue of loneliness and isolation in older people came into sharp relief, mainly as a result of the work of the Hospital Aftercare Service but also because we were getting more and more requests for support on this issue from both older people themselves and other professionals. National data and research has also highlighted this as an issue affecting an increasing number of older people

Age UK nationally estimates that in 2011 around 9% of people over 65 are often or always lonely. This has grown from 7% in the previous year. **In Rotherham that means about 4,000 older people feel this way every single day of their lives.** Research shows that this level of loneliness and isolation has a significant negative impact on older people's mental and physical health and on their ability to remain independent.

Age Concern Rotherham was already providing some support for older people affected by loneliness and isolation through our St Ann's Social Centre and Linkline Services but we did not think this was enough. Discussions with colleagues from partner organisations over the past year highlighted that they too were concerned that not enough was being done across Rotherham to address this issue.

We have therefore lobbied on this issue on the past year with the following results:

- We have plans in place to start a local campaign called '**Rotherham Less Lonely**' to raise awareness of this issue and to get more resources to support older people in this situation;
- Rotherham Local Strategic Partnership has agreed to support this Campaign; this will be included in the new Community Strategy and partner organisations will be working with us on this in the coming year;
- NHS Rotherham have given us a donation to support the development and delivery an 18 month pilot Befriending Project which will include the existing Linkline service but expand this to other kinds of services to help older people be less lonely in future.

This is only the start of a very important new area of work for us and we will need support from partner organisations and local people as volunteers and fundraisers if we are to make a success of this in the coming year and beyond.

The Value of Volunteering

Once again the successes that we have achieved in 2010-11 could not have happened without the input of the volunteers who give us their time for free to support the work of Age Concern Rotherham.

During 2010-11 we had 60 people volunteering for us at different times throughout the year. Some did this on a one off basis, whilst others gave their time regularly each week.

Volunteers work across all parts of

our organisation supporting our service provision in all service areas, providing administrative support, being on the Board of Trustees and helping us to raise funds.

In 2010 alone we estimated that the value of the time volunteers gave us was around £234, 000. We could not have hoped to raise the additional funds to pay for paid workers to replace them.

Our volunteers span the age range from teenagers to septuagenarians. They prove that people from different generations can work together to make things better for others. They bring their knowledge, skills, expertise and time and they add value to all of the work that we do. In return our volunteers also gain valuable experience, social interaction and sometimes qualifications and work experience by volunteering at Age Concern Rotherham.

Volunteers are a core part of our plan to sustain the services and support we offer to older people in the future and it is a pity that we were unable to find replacement funding to sustain the volunteering support staff who were funded by V Involved until 31st March 2011. However, we have been making some further applications for funding to support this aspect of our work and will strive to ensure that a replacement staff member to support volunteering will be in place as soon as possible.



Volunteer, Colin Smith, presents the Mayor with flowers on her visit to the St. Ann's Centre

Thank you to all our wonderful volunteers for your hard work and support this year!

Financial Information



The organisation ended the current financial year with a stable financial position. We continued to generate income in an increasingly difficult economic environment, particularly as a result of cutbacks following the 2010 HM Treasury Comprehensive Spending Review. The surplus of income over expenditure was £4082.

Peter Burton, Head of Business and Finance

Extracts from the Consolidated Audited Accounts are given below. A full copy is available at our St Ann's Office.

	Unrestricted Funds 2011 £	Restricted Funds 2011 £	Total Funds 2011 £	Total Funds 2010 £
Incoming Resources				
Incoming Resources from Generated Funds				
Voluntary Income	51,775	76,546	128,321	87,563
Activities for generating funds	3,710	-	3,710	522
Investment Income	101	-	101	121
Income of trading subsidiary	85,043	-	85,043	77,933
Incoming Resources from Charitable Activities	466,017	128,373	594,390	592,266
Other incoming resources	18,668	-	18,668	8,116
Total Incoming Resources	625,314	204,919	830,233	766,521
Resources Expended				
Costs of generating funds				
Costs of generating voluntary income	-	97,343	97,343	62,796
Costs of trading subsidiary	46,102	-	46,102	47,086
Charitable activities	550,116	124,648	674,764	596,172
Governance costs	7,942	-	7,942	7,517
Total Resources Expended	604,160	221,991	826,151	713,571
Net Incoming Resources for the Year	21,154	(17,072)	4,082	52,950
Reconciliation of Funds				
Total Funds Brought Forward	283,230	111,248	394,478	341,528
Net Movement in Funds	21,154	(17,072)	4,082	52,950
Total Funds Carried Forward	304,384	94,176	398,560	394,478

Balance Sheet

	Group		Company	
	2011 £	2010 £	2011 £	2010 £
Fixed Assets				
Tangible Assets	123,098	145,085	123,098	145,085
Investments	-	-	2	2
Current Assets				
Debtors	102,688	89,140	132,619	109,813
Cash at Bank and In Hand	214,630	207,413	214,630	207,413
	317,318	296,553	347,249	317,226
Creditors				
Amounts Falling Due Within One Year	41,856	47,160	71,789	67,835
Net Current Assets	275,462	249,393	275,460	249,391
Net Assets	398,560	394,478	398,560	394,478
Funds				
Unrestricted Funds:				
Designated Funds	120,500	114,000	120,500	114,000
General Funds	183,884	169,230	183,884	169,230
	304,384	283,230	304,384	283,230
Restricted Funds	94,176	111,248	94,176	111,248
Total Funds	398,560	394,478	398,560	394,478

Key Priorities: April 2011 - March 2012



From the Chairman



Chris Rivington, OBE
Chairman, 2011

May I first introduce myself to those who know nothing of me or my background.

I am a retired civil servant, with over thirty years experience of policy and operations covering employment, learning, and skills. I joined the Department of Employment Group as a management trainee in 1974, and worked initially as a Jobcentre Manager in West London. In 1981 I moved to Sheffield with the Manpower Services Commission, and later worked for the Department for Education and Employment, the Department for Education and Skills, and, latterly, the Department for Innovation, Universities and Skills. And in 1992, on marriage to my wife, Mary, I moved to live in Rotherham.

I was very pleased and honoured to be elected Chairman of this charity now known as Age UK Rotherham, and to take up post in April 2011.

I would like to start by paying tribute to my predecessor as Chairman, John Walton, who led the work whereby we became a brand partner of Age UK. I am also very grateful for the advice and support that I have received from our Vice Chairman, Ralph Beaumont.

Age Concern Rotherham became Age UK Rotherham from the 4th April 2011 and so we commence a new reporting year with a new name and identity (see Annex A for more information about the Age UK Family in Rotherham). But we continue to be a local charity helping local people here in Rotherham, providing a range of tried and trusted services, and with a real opportunity to develop new services to meet older people's needs as they continue to change.

Many challenges lie ahead and I would like to use this opportunity to highlight three areas work that are of particular importance:

Advice, information and advocacy: this is one of Age UK's first flagship services as it is a crucial need for older people. This is how I first got to know Age Concern myself, when I was personally in need of support. This service puts real money in local older

people's pockets. In 2010-11 we realised £639, 463 in benefits for 128 local older people. It also helps provide better access for them to a wider range of services and support in the community. We provide the only local specialist service in Rotherham that focuses specifically on the needs of older people here. So we must strive to ensure that this service continues to be delivered in the future.

Volunteering: volunteering is a passion of mine since my time as a Community Service Volunteer back in 1970. Volunteers are a vital part of our organisation and I am pleased to tell you that we have secured some funding from Lloyds TSB Foundation to help us to develop our use of this valuable resource in the coming years.

Securing our future sustainability. These are uncertain times and there is a need for new approaches from charities like ours if we are to meet the challenges of the future. In the past we have largely depended on grants and public sector funding. But the future demands that we look for a wider and more innovative range of ways to resource and sustain our work. I sense that local people feel that our work is important, and want to support us locally in wide variety of ways. We need to be able to respond to this and will be introducing Gift Aid, Payroll Giving and other ways to enable people to offer us financial support moving forward.

**Chris Rivington, OBE
Chairman from 4th April 2011.**



Clockwise from top left: Carol Stone and Hannah Massey; Vaughan Walker, David Littlewood and Michael Needham, Handypersons; New signage at the St Ann's Centre; Lorraine Boyda at the Rotherham Show; Staff at the One Stop shop; Staff at the St Ann's Centre

Key Priorities 2011-12

In order to meet the challenges ahead and to continue to achieve positive outcomes for older people, we have identified the following key priority areas and actions during next year:

1. To continue to deliver and develop our range of flexible practical and enabling services to support older people's independence.

Supporting Independence Services:

Having achieved CQC registration we will be continuing to develop the services we provide for people at home, to offer a wider range of services including help with bathing and personal care, toe nail cutting and support to get out and about.

Hospital Aftercare Service:

We will continue to deliver this service during 2011-12 and seek to secure further resources to continue its future provision beyond March 2012.

Insurance Service:

Our insurance service will continue to provide trusted, age appropriate products for older people.

2. To reduce loneliness and social isolation experienced by Rotherham's older people

St. Ann's Social Centre:

We will continue to deliver and further develop the range of opportunities for social interaction at our St. Ann's Social Centre including day opportunities and other activities such as exercise classes.

Befriending Services:

We will build on and strengthen our Linkline Service and develop a new befriending service which uses volunteers to support older people who are lonely and isolated in the community.

Rotherham Less Lonely Campaign:

We will work with other partners through the Local Strategic Partnership to raise awareness of this issue and to attract resources to sustain services to address this in the future.

Volunteering Opportunities:

We will encourage the development of opportunities for more older people to volunteer by working with partners in the development of the Rotherham Volunteering Strategy to ensure that this reflects the contribution and needs of older people.

We will continue to develop volunteering opportunities within our own organisation.

3. To provide advice and information on a range of issues for older people and their carers

Advice, Information and Advocacy Service :

We will continue to provide our Advice, Information and Advocacy Service 5 days per week through our Advice Centre Drop In, by telephone and by home visits during 2011 -12.

We will strive to secure future resources to continue to provide these services in the future.

4. To enable older people in Rotherham to have a voice and a choice about things that affect them individually and collectively.

Advocacy Service:

We will continue to deliver advocacy support during 2011 – 12 to individual older people to enable them to influence things that affect them personally .

Older people's voice and influence:

We will continue to work in partnership with other groups (such as Rotherham Older People's Forum and Rotherham Pensioners' Action Group) who support older people to have a voice on issues that concern them.

5. To ensure that Age UK Rotherham is a high quality organisation that is well governed and sustainable in order to meet its vision

Quality assurance and service improvement:

We will maintain our existing quality marks for care services, advice and information and human resources.

We will further develop our monitoring and evaluation systems, in particular those that enable us to demonstrate that we achieve positive outcomes for older people and provide value for money.

We will continue to develop and implement our systems for monitoring, and acting upon, compliments and complaints in order to improve our services.

Organisational sustainability:

We will continue to develop volunteering in our organisation to maximise the contribution of volunteers to the future sustainability of our services.

We will continue to implement, review and develop our strategic and business plans, in particular our marketing plans and funding strategy.

Annex A: Who's who

A guide to the Age UK "brand" in the Rotherham MBC area

Age Concern Rotherham started to trade as Age UK Rotherham from 4th April 2011, after becoming a brand partner with Age UK the national charity.

Two years ago Age Concern England and Help the Aged joined together to become Age UK to be a stronger national charity for older people. We believe that becoming a partner with the new charity is the right thing to do to ensure that we provide the best possible services and support to older people in Rotherham in the future.

From the 4th April 2011 we changed our name and brand from Age Concern Rotherham to Age UK Rotherham. Despite this change we are still an independent local charity based in Rotherham and older people in Rotherham will still receive the same services and support from us as usual.

What will Age UK in Rotherham look like in future?

The main offices of the local Charity will still be on St. Ann's Road. Our current services will still be run from here. Our One Stop Shop in the Old Town Hall Building will continue to house our Insurance Service and our Information, Advice and Advocacy Service.

Both of these offices have new Age UK Rotherham signs outside but will have the same staff and services inside.

Age UK also has the three charity shops in Rotherham, Maltby and Dinnington that used to be Help the Aged shops. These are still run by the national charity, Age UK, rather than by us locally. However, as part of Age UK 'family' in Rotherham, we are already working closely with the retail shops to ensure that the older people of Rotherham benefit from this new partnership



Introducing: The Age UK Enterprises "Silver RPI"

Introduction

The rate of inflation was a lively topic at our AGM last year. Some two months later, in November 2010, the Age UK Enterprises Silver RPI was launched, and Age UK issued a related press notice.

The key points are set out below.

Key Points from the Age UK Press Notice

- the cost of inflation on those in later life has been far greater than estimated by official measures, according to the Silver RPI launched by Age UK Enterprises, the commercial services arm of charity Age UK.
- the Silver RPI shows that since the beginning of 2008, those aged over 55 have experienced price rises at almost two per cent above that suggested by headline RPI figures. This rises to four per cent above headline RPI for those over 75. The gap between real and headline inflation over that period has cost the average 60 year old £620 a year, rising to over £700 for someone aged between 65 and 69. The cost of the gap between real and headline inflation by age band is as in the table below

Age band	Percentage difference between real and headline RPI	Ave cost/year
55-59	1.8%	£500
60-64	2.6%	£640
65-69	3.3%	£710
70-74	3.8%	£690
75+	4.1%	£440

- the Silver RPI has been developed by Age UK Enterprises in partnership with former Bank of England inflation specialists, Fathom Consulting, to become the most complete measure of cost increases in later life. It uses information from the Living Costs and Food Survey (LCF) to re-weight the 78 items that make up the official RPI to better reflect the expenditure patterns of over 55s.
- the Silver RPI shows that in the last two years the gap between inflation costs for those in later life and the general population has widened significantly with over 55s experiencing a higher rate of inflation than the general population. A primary reason for this has been the fall in mortgage interest rates which has had less effect on those in later life who are less likely to carry mortgage debt. This means that overall costs for those in later life have not reduced as greatly as for the population as a whole and, in addition, they have faced cost increases on items where they spend proportionally more such as utilities.

Commenting on the findings, Gordon Morris, managing director, Age UK Enterprises said: " The impact of inflation on over 55s has been substantially underestimated and it worsens as you age, with over 75s experiencing cost rises on average four per cent above official measures. For a typical over 60 year old, it means they are on average more than £620 a year worse off than previously thought."

Value for money case study report: Hospital Aftercare Service

Demonstrating the value for money of third sector activity in Rotherham

A Summary of the Case Study Report on Age Concern Rotherham's Hospital Aftercare Service, undertaken by Sheffield Hallam University

Key findings

1. The Age Concern Aftercare service has an estimated economic impact amounting to **at least £313,000 each year.**
2. However, this is likely to be an underestimate and the **actual economic impact could be as high as £1.1 million a year.**
3. Additionally, and importantly, it is also evident that **a majority (more than 9 in 10) of clients of the Aftercare service make progress against their personal well-being goals** in the areas of confidence, mobility, motivation and independence during the support period.
4. The public sector cost savings covered:
 - i) Reduction in the number of bed days required by Rotherham General Hospital;
 - ii) Reduction in hospital transport costs;
 - iii) Reduction in re-admissions and use of other health services;
 - iv) Overall public sector cost savings.

Background

During October 2010, Voluntary Action Rotherham (VAR) working with partners as part of the Rotherham Infrastructure Network (RIN) commissioned the Centre for Economic and Social Research (CRESR) at Sheffield Hallam University to work with two Rotherham Voluntary and Community Sector front line delivery organisations. The aim was to undertake a detailed analysis, looking at a specific area of their work to determine cost efficiency and social returns of the 'delivery'. Part of the rationale behind the work was to have in place some independent academic research aimed at understanding the value for money of third sector activity in Rotherham

The research has been funded through a grant from South Yorkshire Community Foundation –via the South Yorkshire Open Forum 'legacy funding'. It was envisaged that the research would be completed during late Spring, with dissemination during the Summer of 2011.

A proper consideration of value for money needs to reach a balanced view of the level of economy, efficiency and effectiveness necessary in the delivery of a service. This value for money 'balancing act' is a key feature of public sector commissioning and procurement processes. It is therefore important for third sector organisations to collect evidence about how their services provide a mix of:

- (i) economy,
- (ii) efficiency and
- (iii) effectiveness;

and to be able to demonstrate this in a way that is relevant to key public sector stakeholders. Likewise there is a challenge for public sector bodies to fully understand how different third sector providers can deliver value for money in support of policy priorities.

Initial findings

Third sector organisations can deliver against all three value for money factors in different ways and in different contexts. They can offer:

- **economy of input:** through, for example, the utilisation of volunteers and low management and overhead costs relative to larger providers
- **efficiency of output:** by, for example, supporting larger numbers of clients within the resources available, or by providing preventative services that reduce the burden on expensive public services in the short, medium and long term; and
- **effectiveness of outcome:** for example by delivering services that lead to immediate, sustained and extended improvements in well-being for people from often vulnerable groups.

There is clear evidence of the economic and social benefits of Age Concern Rotherham's Hospital Aftercare Service (see key findings above).

The wider lessons are:

- i) investment in preventative services has long term benefits, both economically and in terms of the well being of service beneficiaries;
- ii) intelligent commissioning works: joined-up approaches to service development pay real dividends; and
- iii) good quality data is vital to be able to evaluate service value for money but it often requires a partnership approach to access this.

Acknowledgements:

1. *Chris Dayson, CRESR, Sheffield Hallam University:*
2. *Additional material prepared by, and additional input from, Shafiq Hussain, VAR and Trustee of Age UK Rotherham & Hannah Massey, Age UK Rotherham Hospital Aftercare Co-ordinator.*

How to find out more...

Head Office

Age UK Rotherham
49-53 ST Ann's Road
Rotherham

One Stop Shop

Unit 15, The Old Town Hall
Howard Street
Rotherham

St Ann's Centre for Independent Living

49-53 St Ann's Road Rotherham S65 1PF

Open 9.00am - 4.30pm, Monday to Thursday

Open 9.00am - 4.00pm Friday

t: (01709) 786952

Home Services

49-53 St Ann's Road Rotherham S65 1PF

Open 9.00am - 4.00pm, Monday to Friday

t: (01709) 786955

Hospital Aftercare Service

49-53 St Ann's Road Rotherham S65 1PF

Open 9.00am - 4.00pm, Monday to Friday

t: (01709) 786958

Advice & Information & Insurance Services

The Old Town Hall, Howard Street Rotherham S60 1QX

Open 9.30am - 4.00pm, Monday to Friday

t: (01709) 835214

(answerphone available outside office hours)

Switchboard No. **(01709) 829621**

Visit us online at: www.ageuk.org.uk/rotherham/

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