

Annual Report

April 2012 to March 2013



Key Priorities

April 2013 to March 2014

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About Age UK Rotherham

Age UK Rotherham (formerly Age Concern 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.

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.

Board of Trustees during 2012-13

Chairman	Chris Rivington OBE
Deputy Chairman	Ralph Beaumont
Trustees	David Guy (resigned 31 st March 2013)
	Pat Cahill
	Shafiq Hussain
	Peter Broxham
	John Cox
	Sandra Waterfield
	Barbara Laird
Chief Executive/Company Secretary	Lesley Dabell
Bankers	Cooperative Bank plc 27 Bridgegate Rotherham S60 1SN

Age Concern Rotherham Ltd Trading 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 49 – 53 St Ann’s Road, Rotherham, South Yorkshire S65 1PF.

Our website is at www.ageuk.org.uk/rotherham

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From the Chairman

This has been another challenging year for voluntary sector organisations like ours. The demand for our services has continued to increase, whilst the challenge to secure resources has become even tougher. Despite some reduction in services such as the Advice and Information Service we have maintained our commitment to support Rotherham's older people in these challenging times, and have helped an estimated 8,000 older people, with increases over the year in both numbers accessing advice and information, and being supported through our Winter Warmth work.



As a Board we have been working hard with the management team to ensure that we remain an effective and efficient organisation that can respond to the changing needs of older people in the Borough in the future. Whilst, as

with many other organisations, we have found it difficult to plan for the longer term in the current climate, we have this year undertaken a strategic review of our organisation and our services. We have put plans in place to strengthen our future sustainability so that we can continue to support Rotherham's older people in the years to come.

My thanks go to all trustees, staff, and volunteers for all their hard work this year. We have achieved a great deal of success despite the challenging times. My particular thanks go to David Guy who stood down as a Trustee at the end of March 2013 after five years' service.

I am particularly grateful for his help in introducing our Gift Aid and Just Giving arrangements. I remain keen to ensure that local people who want to support our work in Rotherham can do so in an increasing variety of tax-efficient ways.

Finally, I want to acknowledge the special contribution that our volunteers have made this year in helping us deliver all our services but

especially those supporting the 'Two's Company' Befriending Service, which has recruited an amazing number of volunteers in its first 18 months in existence. I shall always remember the Befriending Celebration Event at My Place in December 2012, at which I was able not only to hand out certificates of achievement to volunteers of all ages, but also take part in the most robust and cheerful community sing-along I have ever heard!

**Chris Rivington OBE,
Chairman**

From the Chief Executive

2012-13 has not been an easy year but it has been a very rewarding and relatively successful one for Age UK Rotherham despite the challenges in the wider economic climate, which have continued to have an impact on our work and on the lives of older people in the Borough. Continuing demographic changes and public sector financial pressures will continue to test all of us who are involved in delivering services and support to older people in the coming years.



The fact that this was another tough year means that we can be even more proud of our achievements in continuing to deliver useful and effective services and support to older people in Rotherham and in bringing in resources to support this work from

a variety of sources, no mean feat in the current environment!

During this year we provided services and support to over 8,000 older people. Our services have continued to focus primarily on older people at a moderate level of need who are not in eligible for state care and support. However, we have noticed that an increasing number of service users are coming to us with a higher level of need and with more complex issues than in previous times.

Our focus in delivering and developing these services this year has been to:

- develop the 'enablement' and 're-ablement' aspects of support within our services so that we ensure that they help older people to maintain or regain their own ability to be as independent as possible for as long as possible. This fits with a key priority for older people identified by Rotherham Older People's Forum – 'to stay independent' - and supports the delivery of the 'Dependence to Independence' strand of the Health and Well

Being Strategy.

- develop our ability to deliver 'earlier intervention and prevention' services that help older people to remain healthier and as active as possible and to manage their long term conditions better. This helps improve their quality of life and also helps to prevent unplanned uptake of hospital and other services in line with the 'Early Intervention and Prevention' strand of the Health and Well Being Strategy.

None of this could have been delivered without the support of our team of staff and volunteers. I want to thank them for their contribution, professionalism and dedication this year - their willingness to be flexible and to embrace change and overcome challenges has meant that we have maximised our ability to support older people now and for the future.

I would also like to thank colleagues in partner organisations both in the voluntary sector and the public and private sectors for the work we have done together this year and for their continued encouragement and support. Working together for Rotherham's older people matters more than ever, if we are to meet the challenges ahead, and ensure that Rotherham's older people continue to get the services and support they need to have the later life they deserve in the years to come. I am looking forward to working with you all to continue to meet these challenges in the next year and beyond.

**Lesley Dabell,
Chief Executive**



**Key
Achievements
2012-13 &
Priorities
2013 - 14**

£1.4m worth of additional benefits was gained by older people in Rotherham with support from our Advice, Information and Advocacy Service, which dealt with 5,800 enquiries and made 452 home visits last year



Key Achievements 2012 - 2013

- Services and support were provided to over 8,000 older people with a wide range of needs from across Rotherham Borough - helping them to continue to live as independently as possible and improving their quality of life.
- The Hospital Aftercare Service supported 420 people to re-adjust after a spell in hospital. The follow up study by Sheffield Hallam University has confirmed that the value for money and outcomes delivered for older people, shown to be offered by this service in the initial evaluation, have continued.
- £1.4m worth of additional benefits was gained by older people in Rotherham with support from our Advice, Information and Advocacy Service, which dealt with 5,800 enquiries and made 452 home visits last year.
- 330 people were provided with regular practical services to support independent living through our Staying Independent Services . And around 700 people were also supported to maintain their home and garden through our Handy Person and Gardening Services .
- The ' Rotherham Less Lonely' Campaign continued to be developed and the 'One Year On' Celebration event took place in April 2013.
- As part of Age UK Rotherham's contribution to this work the Two's Company Befriending Service continued to be developed and delivered. This service, together with the Linkline Service, St Ann's Social Centre, and a range of other smaller groups and one off events helped over 300 older people to address loneliness and isolation this year.
- 1,400 older people were given help, advice and practical support to stay warmer in the winter, through our partnership work with Warm Homes, Healthy People.
- We continued to support older people's groups in the Borough, working with Rotherham Older People's Forum to secure resources for their development and working in partnership on consultation events across the Borough.
- 72 volunteers contributed over 11,000 hours of work, worth £200,000 of work to our organisation in 2012-13.

Key Priorities 2013-14

- Deliver and develop our range of flexible, practical, and enabling services to support older people's independence, in response to changing their needs and expectations.
- Reduce loneliness and social isolation experienced by Rotherham's older people through the 'Rotherham Less Lonely' initiative; Two's Company Befriending Service; and other initiatives.
- Develop our earlier intervention and preventative services that help older people manage long term conditions, and stay independent for longer.
- Secure a more sustainable basis for our highly cost-effective Advice and Information Service, so that it can continue to work on a range of issues for older people and their carers, including welfare benefits, community care and debt.
- Build on the success of the Hospital Aftercare Service and secure future support for the continuation of this service from the NHS.
- Enable older people in Rotherham to have a voice and a choice about things that affect them individually and collectively, by working with Rotherham Older People's Forum; Rotherham Pensioners Action Group; 'ROPES'; and through our advocacy work.
- Ensure that Age UK Rotherham is a high quality organisation that is both well governed and sustainable, through our business planning and funding strategy, which includes further diversifying our income base and developing our fundraising activities.

PROGRESS AGAINST KEY PRIORITIES 2012-13

PRIORITY 1. DEVELOPING AND DELIVERING SERVICES THAT ENABLE INDEPENDENCE

Our range of practical and enabling services including Independent Living Service support (providing practical support and personal care for older people in their own homes) and the gardening and handy person's services are designed to help older people to maintain and/ or regain their independence in some way so that they can continue to live independently at home safely and with a good quality of life.

These services are paid for by older people and their families either as self funders or by using Direct Payments or benefits such as Attendance Allowance.

In 2012-13 our '**Staying Independent Services**', offered a wider and more flexible range of home based support for older people in response to the changing needs that they are tell us they have.

The development of these services has also responded to a key request from service users to have workers that can offer a variety of different forms of support, so that they 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 who can then continue to support them even if their needs change.

'I couldn't face sitting in the garden, because it was a mess.

I've now started to make a cuppa and sit on the front wall and I now talk to people walking past'.

Age UK service user

Around **330 regular customers**, most of whom are aged over 75, used the Independent Living Service this year and over 700 people used our gardening and handy person's services to help them maintain their home and garden.

Other services such as the Advice and Information Service and Hospital Aftercare Service also contributed to us achieving this priority and associated outcomes for older people and information about these is given later in this report.

'Age UK staff can be trusted and are really good at helping with different things so it's easier to stay with what you know and trust.'

Age UK service user



Case study - Mrs K

Mrs K, aged 92, contacted Age UK Rotherham for help because her front door lock wasn't working properly.

An Age UK Rotherham handy person visited Mrs K to fix the lock. He also talked to her about other services Age UK Rotherham can provide.

Mrs K contacted Age UK Rotherham a few days later to thank us for the 'marvellous service' she had received and asked if we could help with a gardening problem. The assistant co-ordinator from the Age UK Rotherham Staying Independent Service, arranged for a gardener to visit. He also told Mrs K that, due to a funding extension, we could offer her a free energy survey with a view to fitting free products that could help keep her warmer and lower her fuel bills. Mrs K was keen to take up the offer.

A handy person visited Mrs K and talked her through three Information and Advice guides: 'Save Energy Pay Less', 'Winter Wrapped Up' and 'More Money In Your Pocket'. Mrs K was keen to be involved and was very interested in energy saving measures.

He explained the benefits of energy saving light bulbs and fitted these. He also identified gaps underneath two of the internal doors and fitted draught excluder. He noticed the top of the stairs was quite dark so he fitted a night light and explained how it worked.

Mrs K told the handy person that her hot water tank cover was very old and did not fit properly so he also fitted a new cover as the old one was beyond repair.

Mrs K was very pleased with the work that was done and the information provided saying that he is 'a great asset to the organisation'.

PRIORITY 2. REDUCING LONELINESS AND ISOLATION

Over 50 per cent of all older people in Rotherham are affected by loneliness some of the time during each week with an estimated 4,500 being acutely affected, that is feeling lonely most of the time. This has a dramatic impact on their health and well being and their ability to continue to live independently and have a good quality of life.

Following on from our work in the last few years, a key priority for us in 2012-13 was to keep working to raise awareness of the issue of loneliness in older age and its impacts on older people's lives and to develop our range of services and support to address this issue.

Services to address loneliness and isolation

The Two's Company Befriending Service, which started in August 2011, has continued to be developed and delivered this year. Up to the end of March 2013, 47 volunteers had been recruited and trained from across Rotherham and 123 older people had benefitted from this service.

This service, together with the Linkline phone service, services at St Ann's Social Centre and a range of other smaller groups and one off events have helped over 300 older people to be less lonely and isolated this year.

Case study: Mr and Mrs D Addressing loneliness and isolation and supporting older people and their carers

Retired couple, Mr and Mrs D benefited from the Age UK Befriending Service. Mr D had early signs of dementia and Mrs D, who cared full time for her husband, had mobility problems and could not walk far from their home.

Mr D loved bird watching and enjoyed walks in the local wood but was unable to go because his wife was unable to accompany him. This concerned Mrs D as she knew getting out and about would benefit Mr D enormously.

Age UK Rotherham volunteer, G, visited Mr and Mrs D to take Mr D out for a walk. Soon Mr D and G were regular visitors at a local RSPB sanctuary where they could spend time bird spotting together.

Mrs D said, 'my husband needed stimulation and he does not get anyone to talk to, so G has made a big difference. I knew that he was getting out and doing something he likes to do. This meant that I could have some time for me and relax.'

Following a mini stroke Mrs D was taken into hospital. When G next visited, a neighbour told him that Mrs D was in hospital and G took Mr D to visit his wife. Mrs D said, 'G was the only person, who brought my husband to see me in hospital, it was a surprise and the visit helped my husband realise that I was in hospital and it eased his mind'.

When Mrs D was admitted to hospital again, Mr D was taken into care as he had become increasingly confused. The volunteer visits were stopped but, after several months, Mrs D asked if the volunteer could visit again as she felt her husband would benefit from some company.

Now, the volunteer visits the nursing home and takes Mr and Mrs D out. Mr D enjoys the trip out for tea and cake and the volunteer helps him to enjoy bird spotting again. Mrs D joins them and they now have 'quality time together in the fresh air'. Mrs D said, 'although my husband does not remember the volunteer's name, he recognises and remembers his green car. Age UK were the best people that I dealt with, they were the most understanding and helpful.'

'Two's Company helps with loneliness and gets me out of the house.'

Two's Company service user

The Rotherham Less Lonely Campaign

During 2012-13 we continued to work with our Partners on the Rotherham Less Lonely (RLL) Campaign to keep raising awareness of the issue of loneliness and isolation and its impacts on older people.

Following the successful launch in April 2012 the RLL Campaign Group worked this year with organisations and people that had pledged action in support of the Campaign.

The 'One Year On' Celebration Event in April 2013 showcased the impact of volunteers in supporting older people who are lonely in the community. The presentation of Rotherham Ambassador Awards at this event acknowledged the contribution of seven Age UK Rotherham volunteers and one service user who had been actively involved in helping us to promote awareness and address this issue in the past year.



Age UK Rotherham volunteers promote Rotherham Less Lonely at Rotherham Show

'The callers are always extremely courteous and understanding and provide an invaluable service to our mum. Thank you to you all.'
Daughter of a Linkline user



PRIORITY 3. EARLIER INTERVENTION AND PREVENTATIVE SERVICES

In Rotherham we have a higher prevalence of long term conditions than the national average. Currently 57% of people over 65 in Rotherham have a long-term limiting illness and this is predicted to rise significantly by 2025 as more people live longer.

Older people's wish to remain as independent as possible for as long as possible and decreasing public funds available mean that it is essential that we intervene earlier with older people in this situation to prevent a deterioration of their situation which will have a negative impact on their quality of life and mean a consequent uptake of more costly public services.

In response to this Age UK Rotherham have, over the past few years, been working with our partners to develop and deliver services that help older people manage their long term conditions better and stay independent for longer. This has continued to be a key priority during 2012-13 with an expansion of the services we have been able to offer in this area of work.



Hospital Aftercare Service: re-ablement and preventing readmission

The Hospital Aftercare Service was re-commissioned by NHS Rotherham for a further year in 2012-13. The service has continued 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.

During the year the Service supported 420 older people, with the following results for them:

- Earlier discharge and better discharge experience;
- Enabling people to regain independence and preventing readmission;
- Increased benefit income;
- Increased access to other forms of support;
- Decreased loneliness and isolation.

The annual audit by Rotherham Clinical Commissioning Group and a follow up evaluation report by Sheffield Hallam University have confirmed that the high quality of this Service and value for money and outcomes delivered for older people that were shown to be offered by this service in the initial evaluations have continued.

The Hospital Aftercare Service team

Case Study: Enabling older people to regain independence after a hospital stay

Mr D, age 78, is retired and lives alone in his privately owned bungalow, which he proudly keeps in immaculate condition 'due to [his] Navy training'. He gets great delight from keeping his bungalow in such good condition and from being independent. He has lived very independently up until two recent falls the latter fall requiring hospital admission.

Mr D was referred to Age UK by Rotherham Hospital. He was worried about going shopping as his face was extremely bruised due to the fall. He had also lost his confidence with going outside his property in case he falls again. Mr D enjoys going for walks and says he is 'not one for staying indoors'.

Age UK visited Mr D twice weekly over a period of 69 days to help with shopping and provide support with a walk along the street. Once the bruising on his face had subsided and Mr D felt confident enough we escorted him to the shops.

We referred Mr D to the falls team to investigate and hopefully prevent any further falls. We also referred Mr D to Rothercare to provide support in case of another fall or any other problems arising where Mr D needed to contact somebody in case of an emergency, arranged for a key safe to be installed and for smoke alarms to be fitted. Additionally a referral was made to our Advice and Information Service to help with Attendance Allowance claim.

Mr D says he is now confident enough to go shopping alone and feels he is able to have his short walks around his housing estate, he said our visits provided the support he needed until he had regained his confidence and strength to go out alone. Mr D received the Attendance Allowance at the highest level, which will help him to get support to maintain his independence.

Mr D thanked everybody for the effort that was put into helping him regain his confidence, he is now enjoying going to the shops, getting outside in his garden and having short walks again. Mr D is also enjoying his sessions with the Falls Team even though he is 'worn out after the class'.



Winter Warmth: Helping to prevent excess winter deaths

Staying warm in winter is vital to older people's health and well being. During 2012-13 we continued to work as part of the Warm Homes, Healthy People Partnership addressing issues of excess winter deaths and fuel poverty for older people.

By getting funding from a range of partners including Age UK/Eon and the Department of Health in partnership with Rotherham Warm Homes Healthy People Scheme, we have supported over 1400 older people to keep warmer this winter by providing information on keeping warm, distributing keep warm packs, doing free home energy checks and fitting energy saving products for older people across Rotherham.

We also distributed £1,500 of winter grants, on behalf of South Yorkshire Community Foundation, to seven older people who needed these funds to support them to pay their winter fuel bills to remain warm and safe over the winter period.

'Age UK Rotherham have been an essential partner in delivering the Warm Homes Healthy People Scheme in Rotherham, through working with their team we have been able to ensure more vulnerable and isolated older people living in Rotherham stayed warm and well through the winter months.'

Catherine Homer, Rotherham Public Health Team

Case study: Helping older people stay warm in winter

Mr and Mrs L live in Thurcroft, a former mining village. They are 83 and 78 respectively and live in an old former mining semi-detached property. Mr L is generally in good health and Mrs L has a health condition, but they both report that they do 'feel the cold'.

Mr L initially contacted Age UK Rotherham about problems with an ill fitting UPVC door that allowed both a draught and rain through it. A handy person visited the couple to investigate and work was done to lower the door.

The handy person, who is very experienced and has worked for Age UK Rotherham for a few years, noticed their home was a little cold and informed the clients that in the near future we were hoping to launch our Winter Warmth Projects. The couple were very enthusiastic about this and telephoned Age UK Rotherham in December to refer themselves to the project.

Once the EON project started, the handy person revisited Mr and Mrs L to ensure they got the benefit of free products that were available and would make a considerable difference to the warmth of their home.

The handy person talked to them about keeping warm during the colder months and explained the benefits of energy efficiency. After carrying out a survey of the property he found that both UPVC doors both front and back were draughty from the bottom of the door, which he fixed for them. He also noticed a large gap underneath the internal living room door and fitted an 'Under Door to Floor' draught excluder. Mr L and the handy person then proceeded to check the internal lights and replaced older non energy efficient bulbs in both the hallway and the living room with new energy efficient ones.

Mr and Mrs L were both extremely pleased with this work and reported that since the handy person's visit they 'have noticed a considerable improvement with the draughts especially in the hall' and they 'feel warmer in the living room'.

Keeping older people connected and active

For many older people their ability to stay socially connected and physically active declines with age and with the onset of, or increase in severity of, long term health conditions. In addition to our work to address loneliness on an individual basis we have also worked with groups of older people this year to look at ways we can support them to remain active and connected within their own community.

Funding from some Community First Panels in some areas of Rotherham has enabled us to pilot the development of local groups and activities designed to reach some of the more excluded older people in these areas and get them out and about more.

This pilot work has helped us to develop our thinking and to apply for further funding from the Big Lottery 'Fit for the Future' Programme to develop this work in 2013 -14.

Social Prescribing Pilot: supporting people to manage long term conditions

In November 2012 we applied to deliver services as part of the Social Prescribing Service (SPS) based at Voluntary Action Rotherham. These services were based on needs identified by ourselves and through the early stages of the Integrated Case Management Pilot by Rotherham Clinical Commissioning Group and the SPS. They include Befriending and Reablement Services as well as providing access to our Advice and Information Service for benefits advice. These services can be combined as needed to provide a package of support designed to enable older people to manage their own long term conditions better and avoid unplanned hospital admissions.

We have called this the 'Early Intervention and Prevention Service (Primary Care)'. Its aims are to:

1. Support older people in Rotherham to manage their long term condition better and



address wider issues affecting their ability to self care and continue to live independently with a good quality of life by providing access to Age UK Rotherham services that:

- offer practical and emotional support to self manage their individual situation;
- signpost and support them to access other appropriate services (e.g. Hotspots, Falls Team, meal providers, VCS services); and
- provide advice and information to ensure that they are accessing all other forms of benefits and support to which they are entitled.

2. Reduce the need for older people to access NHS and social care resources by providing alternative sources of support.

We anticipate that this new service will provide the following outcomes for older people:

- Increased confidence
- Increased motivation and ability to self care
- Increased mobility
- Increased independence
- Decreased sense of loneliness and isolation
- Improved financial situation - increased personal income through additional claimed benefits entitlements

The full service became operational in January 2013 and will run until December 2013 in the first stage of the pilot. We will be monitoring and evaluating this service as part of the wider Social Prescribing pilot during 2013.

PRIORITY 4. PROVIDING ADVICE INFORMATION AND ADVOCACY

During 2012-13 we had to reduce staff time and the number of advice hours we could provide due to a reduction in funding available for this Service. Despite this the need for our Advice, Information and Advocacy (AIA) Service grew again this year and our team of volunteers and staff had to work harder than ever to meet this increase in demand.

During the year the AIA team dealt with 5,800 enquiries and made 452 home visits. This resulted in many positive outcomes for older people including acquiring welfare benefits, help in gaining appropriate social care and dealing with non consumer credit debt, e.g. fuel and housing. In particular, £1.4m of additional benefits was gained by older people in Rotherham with support from the team. Benefits gained are mainly in the form of Attendance Allowance. These benefits are providing essential resources that enable older people to purchase support to enable them to continue to maintain independent living and prevent/ delay the need for more costly public services.

The AIA Service also provides vital support to carers to enable them to get the full entitlements for the person they are caring for and also for themselves.

In addition, the AIA staff have continued to provide advocacy services to 144 people and support residents and families to have an input into the Council's Home from Home Scheme inspections of residential homes in the Borough.'

'We still cannot believe my mum is entitled to these benefits, we would never have got them without Age UK and they have changed her life so much.'

Carer using the AIA Service

Thank you for advising me about entitlements for my mum and helping to get a carer's assessment for m.'

Carer using the AIA Service

Case study: Advice helping to increase income for older people

Mr F is a 65 year old man who is disabled and whose mobility is very compromised. He lives with wife who is also over pension age and is in receipt of Attendance Allowance. He had been claiming Incapacity Benefit prior to retiring for a long time.

He came into the office for help to complete of his wife's State Pension forms. Whilst looking at this and completing it a benefit check was undertaken and our Advisor identified that he was only in receipt of the 'mobility' element of DLA and that his circumstances warranted the 'care' element too. She also identified that he would be entitled to Carers Allowance and that all this together would give entitlement to Pension Credit, Housing Benefit and Council Tax Benefit.

Our Advisor got the relevant forms for Mr F to complete and helped him to complete all the forms and claims to Pension Credit, Carers Allowance, State Pension, and a review to Disability Living Allowance, explaining throughout the reasons and the impact of the claims.

Mr F was reluctant at first to ask for review of DLA as he was worried that it could potentially put his award of the mobility element at risk. This issue was discussed at length with him and the completed form was left with him to think about it and to send on if he felt comfortable with that decision. He sent it in to be considered.

The outcome for Mr and Mrs F was that Pension Credit, Carers Allowance, Housing benefit and Council Tax Benefit were awarded to the sum of an additional £11,500 per year in income.

Mr F said, 'I don't know how I would have known about my entitlements or managed to complete the claims without Age UK Rotherham helping me'.

PRIORITY 5. ENABLING OLDER PEOPLE TO HAVE A VOICE AND A CHOICE

In addition to our individual advocacy work we have continued to work in partnership with groups of older people who are dedicated to giving older people in Rotherham a greater voice about things that affect their lives. During 2012-13, this has included Rotherham Older People's Forum (ROPF), Rotherham Pensioners' Action Group (RPAG) and ROPES.

We have again worked very closely with Rotherham Older People's Forum during the past year. Together we have done joint consultations with older people on health issues of concern to them and about their views on changes in the health service, funded by an Age UK 'Influencing Grant'. The findings from this work were shared with NHS and Council colleagues who have promised action on some of the issues raised. More consultations on other issues such as volunteering in later life and issues for older people in rural communities are planned for later in 2013-14.

'As chair of Rotherham Older People's Forum, I feel the support we have from age UK Rotherham is tremendous,' Liz Booth said. 'They keep us informed and up to date on issues and consultations that affect older people and, because of our close working relationship, I am part of Age UK national's scrutiny panel.

Working in partnership we have undertaken important

consultations with older people in Rotherham over the past 12 months. These included asking older people how they feel about the changes in health services and about volunteering. We continue to work with Age UK Rotherham on the Rotherham Less Lonely campaign and we are



about to start a new project looking at keeping and feeling safe. I believe that without the support and respect of Age UK Rotherham we would not be the successful older peoples led group that we are today.'

Age UK staff and volunteers also supported the delivery of ROPF's event for Older People's Day on 1st October 2012 and we provided space for them in our tent at Rotherham Show.

Regular liaison meetings have taken place with ROPF, RPAG and ROPES throughout the year as well as a variety of 'talks' being given to other older people's groups in different communities across the Borough.

We will continue to provide this support and work in partnership with these groups in 2013-14 to help ensure that the voice of older people is heard more forcefully in Rotherham in the future.

PRIORITY 6: ENSURING WE ARE A HIGH QUALITY, SUSTAINABLE ORGANISATION

During 2013-14, the Trustees reviewed the organisation's work and developed a 'working draft' Strategic Development Plan for 2013-16, taking account of the needs of older people in the Borough and issues within the wider environment, particularly the pressure on public funds and the predicted increase in the number of older people in the Borough.

This working draft plan reconfirms the strategic priorities for Age UK Rotherham for the next three years and serves to underpin the funding/resources strategy of the organisation. It places a particular emphasis on continuing to develop and increase our use of volunteers and diversifying our income base in order to ensure we are a sustainable organisation that can continue to help to meet the needs of Rotherham's older people in the future.



The value of volunteers

Once again the successes that we have achieved in 2012-13 could not have happened without the input of the stalwart group of local volunteers who give their time for free to support the work of Age UK Rotherham.

THE VALUE OF VOLUNTEERS

Once again the successes that we have achieved in 2012-13 could not have happened without the input of the stalwart group of local volunteers who give their time for free to support the work of Age UK Rotherham.

Making greater use of volunteers of all ages is a key part of our strategy for the future. In these difficult financial times we know that we will not be able to sustain the services and support we offer to a growing number of older people in the Borough in the future without more input from volunteers. As a result of this we have continued to develop a more strategic approach to volunteering in our organisation this year. During 2011 we committed some reserves to this work and also secured funds from Lloyds TSB Foundation to support a fixed term post to help us to develop this aspect of our work. Our forward strategy is due for completion in the summer of 2014.

During 2011-12 we continued to be supported by around 72 regular volunteers each week as well as a number of other people who volunteered on an ad hoc basis on projects throughout the year. Volunteers have worked 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 2012-13 volunteers from across Rotherham gave us 11,000 hours and we estimate that the value of this time was over £200,000. We could not have hoped to raise the additional funds to pay for paid workers to replace them and so their contribution means that a lot more older people benefitted from support from Age UK Rotherham this year.

In return, our volunteers also gain valuable experience; social interaction and sometimes qualifications and work experience by volunteering at Age UK Rotherham. Some have even gone on to work for us in a paid capacity by applying, in open competition, for jobs that have become available, and using their volunteering experience to help them to be successful at interview.

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



Case study: Being a volunteer for Age UK Rotherham

G is 66 years old and is now retired. He lives with his wife and enjoys the time spent with his grand children. G's mum was living on her own and G was looking after and visiting her on a regular basis. This made him very aware of how isolated elderly people can become living on their own. G organised for local people living on their own to come and watch football matches with his mum and created a social evening, where everyone contributed with food and drinks. Following the death of his mum, G became a volunteer for Age UK Rotherham's Two's Company Befriending Service.

G says, 'When I was approached by Age UK regarding the befriending service at the Rotherham Show, I agreed to find out what befriending was all about. I was retired and had some time on my hands, my mother had passed away and I decided I would give it a go for one day a week.

'I am now befriending for two full days a week, visiting several older people living in isolation across Rotherham. I have attended many of the social events with service users, supporting Age UK activities and events providing transport and help with clients. I have also been involved in bag packing at ASDA for TEXT SANTA.

'As a befriending volunteer I enjoy listening and hearing the individual life stories from the people I visit. After visiting I often come away with the feeling that I have enjoyed the visit and made

someone a lot less lonely. I really enjoy the visits, I leave feeling positive, that it has been a good day, but at the same time a little sad knowing they will not see anyone else for a few days.

'If other people are thinking about volunteering I would say, give it a try, once you have tried it, you will want to do a lot more, you will realise that giving a little time can benefit someone a great deal. I never gave volunteering a thought in the past, but now I really enjoy it, and would recommend it to anyone, giving a little bit of time to make a very big difference.'

'I never gave volunteering a thought in the past, but now I really enjoy it, and would recommend it to anyone, giving a little bit of time to make a very big difference.'





Diversifying our income base

In order to be a sustainable organisation it is important that we continue to develop and widen our income base so that we are not overly dependent on any one source of funding.

Funding for our work during 2012-13 came from a range of sources including:

- 'charged for' services that are supplied directly to older people on a 'social enterprise' basis;
- Income generated by our Trading Company through the sale of insurance services and other products aimed at older people from which any surplus commission is gifted to the Charity to support our work;
- Contracts and Service Level Agreements with public sector organisations;
- Grant funding; and
- Income generated from fundraising activities, donations and legacies.

During the year we worked on maintaining and developing all of these funding sources to maximise our income in year and for the future. Some areas of particular focus this year were:

- Developing the work of our Fundraising Group and started to develop a longer term fundraising plan; and
- Starting to develop a longer term Business Plan for the Trading Company as a way as increasing income generation from the source in the future.

This work will continue in 2013 -14.

3.7 FINANCIAL INFORMATION

Consolidated Statement of Financial Activities (including Income and Expenditure Account) for the year ended 31 March 2013

The Board of Trustees agreed to draw on unrestricted reserves to the total of £3,574 in the year. This was to enable the continued provision of much needed services to the older people of Rotherham.

	Unrestricted Funds 2013	Restricted Funds 2013	Total Funds 2013	Total Funds 2012
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	7,386	37,485	44,871	38,438
Activities for generating funds	1,847	-	1,847	1,002
Investment income	390	-	390	243
Income of trading subsidiary	91,938	-	91,938	101,368
Incoming resources from charitable activities	416,198	149,462	565,660	657,327
Other incoming resources	14,694	-	14,694	13,286
TOTAL INCOMING RESOURCES	532,453	186,947	719,400	811,664
RESOURCES EXPENDED				
Costs of generating funds				
Costs of generating voluntary income	19,053	43,233	62,286	51,816
Costs of trading subsidiary	70,845	-	70,845	69,095
Charitable activities	437,549	245,653	683,202	639,570
Governance costs	8,580	-	8,580	8,556
TOTAL RESOURCES EXPENDED	536,027	288,886	824,913	769,037
NET (OUTGOING) / INCOMING RESOURCES FOR THE YEAR	(3,574)	(101,939)	(105,513)	42,627
RECONCILIATION OF FUNDS				
Total funds brought forward	283,729	157,458	441,187	398,560
Net movement in funds	(3,574)	(101,939)	(105,513)	42,627
Total funds carried forward	280,155	55,519	335,674	441,187

Consolidated and Company Balance Sheets - 31 March 2013

	Group		Company	
	2013	2012	2013	2012
FIXED ASSETS				
Tangible assets	87,202	103,377	87,202	103,377
Investments	-	-	2	2
	87,202	103,377	87,204	103,379
CURRENT ASSETS				
Debtors	100,232	82,177	182,432	105,785
Cash at bank and in hand	261,237	341,197	176,237	341,197
	361,469	423,374	358,669	446,982
CREDITORS				
Amounts falling due within one year	112,997	85,564	110,199	109,174
NET CURRENT ASSETS	248,472	337,810	248,470	337,808
NET ASSETS	335,674	441,187	335,674	441,187
FUNDS				
Unrestricted funds				
Designated funds	55,395	81,080	55,395	81,080
General funds	224,760	202,649	224,760	202,649
	280,155	283,729	280,155	283,729
Restricted funds	55,519	157,458	55,519	157,458
TOTAL FUNDS	335,674	441,187	335,674	441,187



Key Priorities April 2013 – March 2014

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:

4. AGE UK ROTHERHAM: KEY PRIORITIES APRIL 2013 – MARCH 2014

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

Supporting Independence Services:

We will continue to develop and deliver 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.

We will continue to deliver and develop our Home Maintenance Services (Handy Person and Gardening Services) to meet the needs of more older people in the Borough.

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 continue to deliver our Linkline Service and develop Two's Company and other services aimed at supporting older people who are lonely and isolated in the community.

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

Rotherham Less Lonely Campaign:

We will continue to work with partners through the Rotherham 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 implementation

of the Rotherham Volunteering Strategy to ensure that this reflects the contribution and needs of older people.

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

3. To provide a range of earlier intervention and preventative services to support older people with long term conditions to manage these better

Hospital Aftercare Service:

We will continue to deliver this service during 2013-14 .

We will seek to secure further resources to continue its future provision beyond March 2014.

Earlier Intervention and Preventative Services:

We will build on our existing expertise and services to work with our partners to continue to develop and deliver a range of earlier intervention and preventative services, especially those that help older people manage long term conditions and stay independent for longer.

We will deliver our Earlier Intervention and Prevention Service as part of the Social Prescribing Pilot in 2013-14 and work with partners on the pilot to secure further resources to continue its future provision beyond March 2014.



4. 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 through our Advice Centre Drop In, by telephone and by home visits during 2013-14.

We will strive to secure future resources (funding and additional volunteer time) to continue to provide these services in the future.

5. 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 2013 – 14 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.

6. 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.



We would like to thank our funders, supporters and partners who have worked with us over the past year



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For more information about any of our services please contact:

Advice and Information Services

The Old Town Hall
Howard Street
Rotherham S60 1QX
Tel: 01709 835214

Registered office:

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

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

Charity Number: 10397761