

Annual Report

April 2013 to March 2014

Key Priorities

April 2014 to March 2015



Introduction

More and more in the past years we have been challenged by change. Change in the environment in which we work, in the demographics of Rotherham and the wider country, in public policy, in funding and resources available to us, of people within our partner organisations, in technology available.

We are in unprecedented times, when this change is even more rapid and organisations like ours have to be flexible and resilient in order to survive. We have again risen to these challenges this year in Age UK Rotherham and have continued to deliver and develop our work as a local Charity for the older people of the Borough.

This change offers opportunities as well as challenges for organisations, but we must also remember the impact of change on our older people, as the ability to be flexible and resilient can decline with age.

People are living longer, but too many are doing this with enduring long term health conditions which affect their quality of life. Technology is bringing many advantages for connecting us and helping us to be more efficient and save money but can further disadvantage those who are left behind in the drive to become a more e-based society. New ways of working can challenge us to improve services, but can be confusing and disturbing for those vulnerable people who use these services. We must ensure that as services to support older people continue to change, they do not further disadvantage those who need them. This year we have worked within our own organisation and with our partners to look at how we can support older people in Rotherham at this time of change and ensure that services meet their needs.

Additionally, older age itself is also a period of change and transition – often characterised by loss. As our population continues to age, dealing with these transitions effectively will be key to continuing to have a positive and independent later life for many older people. We have continued to develop and deliver our services that help people cope with life changing experiences such as loss of health or mobility or bereavement by providing information and advice, practical help at times of need and services to address loneliness. We have also worked with our partners to look at how we can better start to support older people in life transition in the future.

As always, none of this could have been achieved without the support of the Age UK Rotherham team of staff and volunteers or without the support of our partners in the statutory and voluntary and community sector as well as those private companies and individuals that have contributed to our work. It only remains for me to once again thank you all for your energy, commitment and encouragement. I look forward to working with you again next year.

Lesley Dabell, Chief Executive



Contents

Introduction from our Chief Executive	2
About Age UK Rotherham	4
Foreword from the Chairman	5
Key Achievements 2013-14	6
Key Priorities 2014-15 Summary	7
Progress - key priority 1	8
Progress - key priority 2	10
Progress - key priority 3	12
Our year in pictures	14
Progress - key priority 4	18
Progress - key priority 5	20
Progress - key priority 6	21
Diversifying our income base	21
The value of volunteers	22
Financial information	24
Key Priorities 2014-15	26

About Age UK Rotherham

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

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

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



Board of Trustees during 2013-14

Chairman	Chris Rivington OBE
Deputy Chair	Ralph Beaumont (retired January 2014)
	Barbara Laird
Trustees	Peter Broxham
	Pat Cahill
	John Cox
	Roger Evans
	Shafiq Hussain
	Pat Wade
	Sandra Waterfield

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

From the Chairman

This has been a further challenging year, but one in which we have managed to maintain and develop our commitment to support Rotherham's older people.

I was particularly pleased that our Two's Company Befriending Service was the winner of the Rotherham Community Achievement Award for Best Project in 2013 – recognising the vital role of volunteers in helping to address loneliness in older age.

We also played a full and substantive part in the innovative NHS Rotherham Social Prescribing Service Pilot which aimed to increase the capacity of GP practices to meet the non clinical needs of their patients with long term conditions. The work of the project again highlighted issues concerning loneliness and social isolation and has helped to support the work of the Rotherham Less Lonely Campaign.

My thanks go to all our volunteers, staff, supporters and trustees for all their hard work during the year. My particular thanks go to Ralph Beaumont, who stood down as a Trustee in January 2014, after some 17 years service. During his time as a trustee he also served as Chairman of our Trading Company, and acted as Vice Chairman of the charity as a whole. We are all very grateful for the knowledge, skills and experience he brought, and his commitment to our work in support of Rotherham's older people.

Looking to the future, the year 2015-2016 includes our 30th anniversary. The archives of Companies House show that the Memorandum and Articles of Association of Age Concern Rotherham Ltd were signed on 1 July 1985 by Mr Martin Ensor and the Rev Arthur Watling of St Stephen's Vicarage, Doncaster Road. This built on the work of earlier organisations such as Rotherham Metropolitan Age Concern (ROMAC) which was registered as a charity in 1978.

We will therefore celebrate over three decades of support given locally to older people in Rotherham by volunteers and staff, trustees and supporters and local communities across the Borough. We will also continue to develop and deliver our services to help support older people's independence, in response to their changing needs and expectations.

Chris Rivington OBE

Summary: Key Achievements 2013 - 14 and Priorities 2014 - 15

£2.1m

extra benefits
achieved through
support from
Information and
Advice Team

8,000

older people across
Rotherham helped
to live
independently

£272,000

received in grants to
support older
people in
Rotherham

400

older people
benefitted through
winter warmth
initiative



Key Achievements 2013 - 14

- We supported over 8,000 older people and some of their carers with a wide range of needs from across Rotherham Borough with services, helping them to continue to live independently and improving their quality of life.
- We continued delivery and development of the Hospital Aftercare Service (HAS), nationally recognised as 'best practice' and evaluated as delivering effective outcomes for both older people and the NHS.
- £2.1m extra benefits was achieved for older people this year through support from our Information and Advice Team.
- We continued to develop the Rotherham Less Lonely (RLL) Campaign and associated work and supported over 400 isolated older people through our range of services designed to address loneliness.
- The Two's Company Befriending Service was the winner of the Rotherham Community Achievement Award for Best Project in 2013 – recognising the vital role of volunteers in helping to address loneliness in older age.
- Our effective partnership work with the Age UK, the national charity, continued - leading to funding for Fit for the Future and Planning for Later Life via national programmes.
- We continued development and delivery of a wider range of 'earlier intervention and prevention' support including work with the Social Prescribing Service, Planning for Later Life and Fit for the Future as well as the Hospital Aftercare Service.
- Over 400 older people benefitted from our Winter Warmth Initiative delivered in partnership with the Warm Homes, Healthy People Partnership and Age UK.
- Our partnership work with Rotherham Older People's Forum highlighted issues such as older people and volunteering and the importance of 'keeping safe'.
- We achieved success at attracting 'inward investment', securing an additional £272,000 of grants for our work to support Rotherham's older people from a range of sources, despite the very competitive funding environment.
- We did more work to strengthen our plans for use of volunteers to support our services in the future.
- We developed and started to implement our plans to generate more unrestricted income through increased fundraising and diversification of social enterprise trading activities in order to increase our future sustainability as a charity.

Key Priorities 2014 - 15

- We will continue to 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.
- We will develop our work to reduce loneliness and social isolation experienced by Rotherham's older people through the 'Rotherham Less Lonely' initiative, Two's Company Befriending Service, Fit for the Future, Social Centre and other developing initiatives.
- We will develop our earlier intervention and preventative services to help older people manage long term conditions and stay independent for longer.
- We will work to secure a more sustainable basis for our Information and Advice 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.
- We will build on the success of the Hospital Aftercare Service and work to secure future support for the continuation of this service from the NHS.
- We will continue to work in partnership with older people in Rotherham to enable them 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 and ROPES and through our advocacy work.
- We will continue to work to ensure that Age UK Rotherham is a high quality organisation that is well governed and sustainable through our business planning and funding strategy, which will include further work to diversify our income base and develop our fundraising activities.
- We will build on the strength of our volunteer base and develop our use of volunteers to help us to deliver and sustain a wider range of support to older people in the future.



**We helped over
240 older people
to maintain their
garden so they
can enjoy it**



Progress against key priorities 2013 - 14



Priority 1. Developing and delivering services that enable independent living

This year we have continued to offer a wider range of home based, practical and enabling services that support older people to continue to live independently at home safely and with a good quality of life.

These services also help to support carers and families to know that their loved ones are cared for if they cannot provide the care needed themselves.

These services are paid for by older people and their families either from their own funds or by using Direct Payments or benefits such as Attendance Allowance. Around 555 older people benefitted from using at least one of these services regularly throughout this year, whilst over 400 others used them as and when needed for one off jobs.

Independent Living Service

Following Care Quality Commission (CQC) registration, this service has been extended to provide personal care like help with bathing and toe nail cutting as well as continuing to give practical support such as help with cleaning and shopping, as before.

Staff have been trained to deliver these new types of service and the opportunity to have different kinds of support has been welcomed by a growing number of older people this year.

Garden Maintenance Service

This service has expanded considerably this year, providing a regular service to over 240 older people to help them to maintain their garden in the way they like it and can enjoy it.

During 2013 we worked with Rotherham Council to support older people on their vulnerable tenant's list to access this service in order to help them maintain their gardens to an acceptable level and comply with their tenancy agreement. This involved doing a number of 'garden rescues', where gardens were overgrown, before providing a more regular garden maintenance service afterwards.

In addition, many other older people have started to access the service across the whole of the Borough.

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 over 4,500 being acutely affected, that is feeling lonely most or all 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 this year 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.

Two's Company Befriending Service and Linkline Service

The Two's Company Befriending Service has continued to be developed and delivered this year and we have also continued to provide the daily Linkline Service. In 2013-14 around 60 volunteers from across Rotherham were involved and around 166 older people have benefitted from these services.

This Service, together with the Linkline phone service, services at St Ann's Social Centre, a range of other smaller groups and one off events and the Fit for the Future Project have helped over 400 older people to be less lonely and isolated this year.

Thank you so much for finding such a special befriender for me, Michelle has made such a joyous change in my life.

It cannot be an easy task to match two people and the time taken to find a good match is so important.

Besides being out and about with Michelle we have done so much and visited lovely places. I enjoyed the outings which you arranged when we all met up – such as the Christmas lunch, concert and the visit to the gardening school.

Thank you very much

PR



The Rotherham Less Lonely Campaign

During 2013-14 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.

The RLL Campaign Group worked this year to widen out and work with a wider range of partners including Parish Councils, faith groups and local community organisations such as Bramley and Wickersley Lions as well as maintaining media coverage through the local press and radio.

The presentation of Rotherham Ambassador Awards to Two's Company Befriending Volunteers acknowledged the contribution of local people who had been actively involved in helping us to promote awareness and address this issue in the past year.



Priority 3. Earlier intervention and preventative services

In Rotherham we have a higher prevalence of long term conditions than the national average. Currently 57 per cent 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 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 2011-14 with an expansion of the services we have been able to offer in this area of work.

Hospital Aftercare Service: Reablement and preventing readmission

The Hospital Aftercare Service was re-commissioned by Rotherham Clinical Commissioning Group (CCG) for a further year in 2013-14. The service has continued to provide short term support to older people and their carers following a stay in hospital. This helps them to regain their independence and prevent avoidable readmissions.

During the year the service supported 487 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 CCG has confirmed that the high quality of this service, value for money and outcomes delivered for older people that were shown to be offered by this service in the initial evaluations by Sheffield Hallam University have continued.





Winter warmth: Helping to prevent excess winter deaths

Staying warm in winter is vital to older people's health and well being. During 2013-14 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.

Funding we were able to access to support this work was considerably less than in previous years, so the number of people we could help was about half of that the previous year. Nevertheless, we supported over 700 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 £1,000 of winter grants on behalf of South Yorkshire Community Foundation to 7 older people who needed these funds to enable them to pay their winter fuel bills and keep warm and safe.

Our year in pictures



2013







Fit for the Future: 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 or increase in severity of long term health conditions.

In addition to our work with individual older people to address loneliness, we had also piloted work with groups of older people to look at ways we could support them to remain more active and connected within their own community.

As a result of this pilot work we were one of 11 local Age UKs successful in gaining a grant from Big Lottery's 'Fit for the Future' Project in partnership with Age UK.

This funded an 18 month long project to support the setting up of groups to provide a range of activities for older people in local communities across Rotherham. Work commenced in October 2013 and will run to March 2015.

In the first six months of the project nine groups have been set up, of which two are now being independently run by volunteers, and 104 older people have already benefitted.

Achievements include:

- **People showing early improvements in exercise, in the amount of fruit and vegetables eaten per day and generally feeling more satisfied with their lives.**
- **39 people came to the launch event.**
- **685 attendances at groups (each time a person attends a group session this counts as one)**

Case study

Fit for the Future: Being part of the community again

Frank is 63 and lives in a nursing home. He has a very rare form of Multiple Sclerosis (MS) causing balance problems and has limited vision - he can only see straight ahead. He also has problems swallowing. Frank is very caring and likes to help others. He also likes having his mind challenged and using his intelligence.

Frank likes to be sociable and wasn't enjoying being in the nursing home. He felt he needed more structure in his week. Coming to the Fit for the Future group has given some structure to Frank's week; he loves coming and looks forward to his group on Tuesdays.

He is a popular member of the group. Frank has particularly enjoyed taking part in the quizzes and trying a variety of new fruits.

As a result Frank is more settled and content in his home. He has also made new friends in the local community and they now visit him at the nursing home.

Frank feels he definitely benefits by coming to the group as it has helped him to get more active and involved and be part of the community again.



Priority 4: Providing information, advice and advocacy

The need for our Information, Advice and Advocacy (IAA) 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 team dealt with 8,358 enquiries from over 5,300 older people, dealing with issues ranging from benefit checks to options for private pension provision and their impact. They also made 704 home visits to support some of the more vulnerable and isolated older people in our communities, who cannot access support any other way.



'Age UK Rotherham's involvement in the Home from Home reviews of residential services helps residents and families make their views known.'
RMBC Officer

Many positive outcomes have been achieved for older people including £2.1m of additional benefits which was gained by older people in Rotherham with support from the team.

Benefits gained are mainly 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 or delay the need for more costly public services.

In addition, the IAA staff have continued to provide advocacy services to 171 people and supporting residents and families to have an input into the Council's Home from Home Scheme inspections of residential homes in the Borough.

We also act as personal representatives for vulnerable unsupported adults through the Deprivation of Liberty process that is complex, time consuming and person centred.

Richard, one of our volunteers, visited a customer and helped them to claim Attendance Allowance. The customer praised Richard saying he had dealt with the issue sensitively and empathetically in a polite and professional manner.

Planning for Later Life

Later life is a time of change and many of the changes involve dealing with loss (of mobility, of health, of people etc).

Age UK's national Planning for Later Life initiative in partnership with Prudential Assurance looks to address these changes and help people make positive transitions.

In 2013 we were successful in being accepted onto the second wave of this pilot, along with 22 other Age UKs across England and Wales.

This has provided some funding to support our service but also training and development for our staff and volunteers to improve the service we deliver.

Case study



Information and Advice: Helping people to deal with life transitions in older age

Mr and Mrs S are a retired couple both in their eighties whose health is deteriorating and their need for care and support has increased. They live in their own property and wish to remain living independently for as long as possible. Both have limited mobility.

They came into the office asking for help in accessing aids and adaptations as they were having issues around accessing bathing facilities. Mrs S said she was more unsteady now due to her restricted mobility, had already fallen and was afraid of falling again. Our adviser advised Mrs S to see her GP and ask for a referral to the Falls Team within the NHS, explaining that they would assess her need all round the house and also get her the aids and adaptations that they felt were appropriate, beyond the ones that she had identified herself.

The adviser also discussed the Blue Badge scheme and a further appointment was made to complete an application form to help Mr and Mrs S increase their mobility and access.

At the next appointment, a benefits check showed that Mrs S could qualify for Attendance Allowance due to her care needs so a further appointment was arranged to complete the application form with them to make this claim.

The Attendance Allowance, aids and adaptations and Blue Badge have helped Mr and Mrs S to maintain their independence without needing to access further help from Social Services.

***'We would never have known how to get the help we needed or felt able to claim Attendance Allowance without the advice gained from Age UK Rotherham.'* Mr and Mrs S.**



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 2013-14, this has included Rotherham Older People's Forum (ROPF), Rotherham Pensioners' Action Group (RPAG) and ROPES.

We have again worked very closely with ROPF during the past year. Together we have done a joint consultation on volunteering in later life and also worked with other partners to organise a series of local information events aimed at keeping older people safe. Age UK Rotherham staff and volunteers also supported the delivery of ROPF's event for Older People's Day on 1 October 2013 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 2014-15 to help ensure that the voice of older people is heard more forcefully in Rotherham in the future.

Liz Booth, Chair of ROPF said, "At Rotherham Older People's Forum we have been impressed by Age UK Rotherham's commitment to listening and responding to the concerns of older people in Rotherham. We are proud of the relationship we have established with Age UK Rotherham; they are excellent partners and in recent times their 100% support has been crucial in helping us to develop our ability to represent the interests of all older people in the Borough and work constructively with other agencies such as South Yorkshire Police. ROPF may not have been able to survive without this support."

Priority 6. Ensure we are a high quality, sustainable organisation

During 2013-14 the Trustees reviewed the organisation's work and began to implement our Strategic Development Plan for 2013-16 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.

Work this year has included:

- Developing our Volunteering Strategy to enable us to continue to develop and increase our use of volunteers now and in the future.
- Developing and implementing plans to diversify our income base and increase the amount of unrestricted funds we generate to support our work through increased fundraising and a wider range of social enterprise activity.
- Development of our customer management, financial and IT systems to improve efficiency and bring down cost, whilst improving customer service.
- A review of our premises resulted in the development of a plan to improve the premises from which we operate in order to be more efficient and effective and in June 2013 our main administration base was moved to the Galax Business Centre. Our longer term plan to move our Social Centre to more suitable and better quality premises during 2014 was also started and we anticipate moving from the St Ann's Road premises completely during the next financial year.

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 2013-14 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
- 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.
- 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.
- Developing our ideas for other social enterprise activities to generate funds to support the work of the Charity.

This work will continue in 2014-15.

The value of volunteers

60

Regular volunteers support us each week

7,250

Hours of time donated by our volunteers



Once again the successes that we have achieved in 2013-14 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. 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 late 2014.

During 2013-14 we continued to be supported by around 60 regular volunteers each week as well as a number of other people who volunteered on an ad hoc basis on projects throughout the year. In total, over 140 individuals have volunteered their time, commitment and talents towards our mission. Volunteers have worked across all parts of our organisation supporting our service provision in all service areas, working with older people, providing office support, being on the Board of Trustees and helping us to raise funds. Volunteer training this year included: Induction, First Aid, Dementia Friends, Safeguarding - Role of the Alerter, Moving and Handling People, and Suicide Awareness.

In 2013-14 volunteers from across Rotherham gave us around 7,250 hours. 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.

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

Case study



Volunteers deal with difficult situations effectively

J, a volunteer, was covering the Linkline Service calls which are made to isolated older people every morning to say hello and check that they are OK. On this particular morning a call was made to Mr G who told J that he was not well, he explained that he had fallen in the night and was very distressed.

J immediately asked another member of staff to contact his family and let them know the situation, whilst she continued to chat and reassure him on the telephone, explaining all the time that someone was calling his family and that we would ask them to call at his house to make sure he was OK. J kept Mr G talking on the telephone and kept reassuring him that his family were on their way which kept him calm. A member of staff was able to talk to a family member who called at Mr G's house immediately.

Through having a daily Linkline call Mr G was able to get the support he needed from his family straight away. He had not called anyone himself as he was clearly distressed having fallen and was in some discomfort. The daily call offered support and comfort at a distressing time.

The volunteer handled the situation in a calm and professional manner, reflecting the training and support she had been given by Age UK Rotherham. The volunteer said she had the satisfaction of knowing that, on that particular day as a volunteer, she had helped Mr G get the help he needed.

Financial information

Consolidated Statement of Financial Activities (including income and expenditure account) for the year ended 31 March 2014

The Board of Trustees agreed to draw significantly on unrestricted reserves (£79,304 in year). This was to enable the continued provision of much needed services to the older people of Rotherham and enable the charity to begin to implement its forward plan for future sustainability.

	Unrestricted Funds (£)	Restricted Funds (£)	Total Funds (£)	Total Funds (£)
	2014	2014	2014	2013
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	5,103	59,705	64,808	44,871
Activities for generating funds	6,954	-	6,954	1,847
Investment income	141	-	141	390
Income of trading subsidiary	89,439	-	89,439	91,938
Incoming resources from charitable activities	425,320	318,024	743,344	565,660
Other incoming resources	13,321	-	13,321	14,694
TOTAL INCOMING RESOURCES	540,278	377,729	918,007	719,400
RESOURCES EXPENDED				
Costs of generating funds				
Costs of generating voluntary income	15,663	12,115	27,778	62,286
Costs of trading subsidiary	80,523	-	80,523	70,845
Charitable activities	517,844	288,017	805,861	683,202
Governance costs	8,838	-	8,838	8,580
TOTAL RESOURCES EXPENDED	622,868	300,132	923,000	824,913
NET (OUTGOING) RESOURCES BEFORE TRANSFERS				
	(82,590)	77,597	(4,993)	(105,513)
Gross transfers between funds	3,286	(3,286)		
NET (OUTGOING) RESOURCES FOR	(79,304)	74,311	(4,993)	(105,513)
RECONCILIATION OF FUNDS				
Total funds brought forward	280,155	55,519	335,674	441,187
Net movement in funds	(79,304)	74,311	(4,993)	(105,513)
Total funds carried forward	200,851	129,830	330,681	335,674

Consolidated and Company Balance Sheets - 31 March 2014

	Group		Company	
	2013	2012	2013	2012
FIXED ASSETS				
Tangible assets	77,729	87,202	77,729	87,202
Investments	-	-	2	2
	<u>77,729</u>	<u>87,202</u>	<u>77,731</u>	<u>87,204</u>
CURRENT ASSETS				
Debtors	109,089	100,232	116,101	182,432
Cash at bank and in hand	202,847	261,237	192,847	176,237
	<u>311,936</u>	<u>361,469</u>	<u>308,948</u>	<u>358,699</u>
CREDITORS				
Amounts falling due within one year	58,984	112,997	55,998	110,199
NET CURRENT ASSETS	<u>252,952</u>	<u>248,472</u>	<u>252,950</u>	<u>248,470</u>
NET ASSETS	<u>330,681</u>	<u>335,674</u>	<u>330,681</u>	<u>335,674</u>
FUNDS				
Unrestricted funds				
Designated funds	41,895	55,395	41,895	55,395
General funds	158,956	224,760	158,956	224,760
	<u>200,851</u>	<u>280,155</u>	<u>200,851</u>	<u>280,155</u>
Restricted funds	129,830	55,519	129,830	55,519
TOTAL FUNDS	<u>330,681</u>	<u>335,674</u>	<u>330,681</u>	<u>335,674</u>



Age UK Rotherham: Key Priorities April 2014 – March 2015

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 gardening service to meet the needs of more older people in the Borough.

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

Social Centre:

We will continue to deliver and further develop the range of opportunities for social interaction at our 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 and others 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 2014-15 .

We will seek to secure further resources to continue its future provision beyond March 2015.

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 the Fit for the Future Project and look at the learning from this to determine how to develop this work beyond March 2015.

We will continue to work with partners to look at Winter Warmth initiatives and obtain funding to support older people in winter.

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 2014-15.

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 2014-15 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 resources strategy to work towards the future sustainability of our work for older people in Rotherham.



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



Lloyds TSB | Foundation for England and Wales

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: 1039771