

OUR BIG MOMENTS

Annual Report 2014- 15 and Key Priorities 2015- 16

We're 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.

www.ageuk.org.uk/rotherham

Our Board of Trustees during 2014-15

Chairman	Chris Rivington OBE
Deputy Chair	Barbara Laird
Trustees	Peter Broxham Pat Cahill John Cox Roger Evans Shafiq Hussain Pat Wade Sandra Waterfield
Chief Executive/ Company Secretary	Lesley Dabell

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Age Concern Rotherham Ltd operating as Age UK Rotherham is a registered charity No. 1039771 and a company limited by guarantee registered in England and Wales No.1927474. Our registered offices are 49 – 53 St Ann's Road, Rotherham, South Yorkshire S65 1PF.

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

Contents



Welcome message from our Chairman and Chief Executive 4

Our key priorities 6

Our progress in 2014/15

Priority 1 8

Priority 2 10

Priority 3 12

Priority 4 14

Our year 2014-15 16

Priority 5 18

Priority 6 19

Summary of achievements 21

Valuing our business

Our staff and volunteers 22

Finances - diversifying our income and reducing deficits 24

Financial information 26

Our plans for 2015-16 28

A moment to say thank you 30

Welcome

A message from the Chairman and Chief Executive



Chris Rivington OBE
Chairman



Lesley Dabell
Chief Executive

This has been a year of continued challenge and change for Age UK Rotherham, reflecting our need to respond to the wider challenges and changes in the environment in which we work.

The number of older people in Rotherham continues to grow, at a time when public sector resources to help support them are shrinking. This means that organisations like Age UK Rotherham are even more important in helping Rotherham's older people to have a good later life, both now and in the future.

Key achievements for the year are set out in the main body of this report. In particular, our advice, information and advocacy team dealt with over 7,500 requests from over 3,800 older people, and through welfare benefits advice and support secured around £2.5 million worth of additional benefits for older people in Rotherham this year. This helps them to stay independent; to eat well; and to keep warm.

In 2014-15 we also began to prepare for our 30th

Anniversary as a local charity, which would occur in July 2015. Our challenge to ourselves was to ensure that we were a sustainable charity that could continue to help make later life better in Rotherham for at least another 30 years.

As a result of this challenge, Trustees and Senior Management undertook an in depth review of the charity during the year and presented a Sustainability Plan covering the period from 2014 to 2017 to the Board of Trustees for approval.

This included a review of the Board itself, and also our Governance structure, to ensure that both were fit for purpose. This resulted in an effective structure which will support the implementation of the Plan. We also undertook a review of the charity's funding profile, proposing actions needed to rebalance the finances of the charity to be more sustainable in the medium to longer term. This

included the generation of more unrestricted income through social enterprise activities; additional fundraising; and the reduction of deficits in some service areas.

Change of this magnitude cannot happen without investment, and so Trustees agreed to continue to

Our challenge to ourselves was to ensure that we were a sustainable charity that could continue to help make later life better in Rotherham for at least another 30 years.

draw on reserves in 2014-15 to support the strategic change required.

We would like to thank all our partners and supporters who have contributed to our work this year. Our thanks also go to all of our staff, managers and volunteers who have worked tirelessly in this period of change to help implement our plans whilst continuing to deliver valued and vital services to older people in Rotherham. The results of their hard work and commitment are reflected in this annual report, which we hope you will enjoy reading.



Organisations like Age UK Rotherham are even more important

in helping Rotherham's older people to have a good later life, both now and in the future.



£2.5m

extra benefits achieved through support from Advice and Information Team

£776,413

of benefits for 212 older people living in social housing through the Attendance Allowance/ benefits support pilot

30

older people attend our social centre each week

100

older people have regular visits from our Befriending Service, Two's Company

467

older people used our Hospital Aftercare Service and 70% of them were aged over 75

Over 400

older people took part in and helped to develop the Fit for the Future groups across the Borough

January 2015

We began to develop a different and more positive approach to ageing - EngAge Rotherham

Our key priorities

These were our six main priorities for 2014-15 and a summary of our key achievements

1

Continue to deliver and develop our range of flexible practical and enabling services to support older people's independence



5

Enable older people in Rotherham to have a voice and a choice about things that affect them individually and collectively



6

Ensure that Age UK Rotherham is a high quality organisation that is well governed and sustainable in order to meet its vision



7

A summary of our key achievements in 2014-15



2

Reduce loneliness and social isolation experienced by Rotherham's older people



3

Provide a range of earlier intervention and preventative services to support older people with long term conditions to manage these better



4

Provide advice and information on a range of issues for older people and their carers



1

Continue to deliver and develop our range of flexible practical and enabling services to support older people's independence



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. They 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 mainly paid for by older people and their families from their own funds, although some use Direct Payments or benefits such as Attendance Allowance.

Around 670 older people benefitted from using at least one of these services regularly throughout this year.

Our Care Quality Commission (CQC) registered Independent Living Service continued to provide personal care like help with bathing and toe and finger nail cutting. Our Cleaning Services continued to give practical help with cleaning and shopping as before. In addition, our Gardening Service helped over 230 older people to maintain their garden in the way they like it so that can continue to enjoy it.



2014-15 was also a year of change for these services as we had to face the fact that the charity had been subsidising their delivery for many years. With other squeezes on our finances we knew that we would not be able to continue with these subsidies in the future and that, unless we could cover all our costs, the services may have to close.

Our consultations with older people told us that they valued and needed these services to be provided by us and so we set out a plan to try to keep as many as possible of them going. This included:

- Doing a full review of how the services were run so that we could take steps to reduce management and administration costs as far as possible.
- Doing a review of charges – with no public sector funding available to help pay for these services we knew that we may have to pass some additional costs on to service users.

As a result of these reviews we changed some of our systems to be more efficient, reduced

management staff and also decided to close the Handyperson's Service because we knew that an alternative service was available at cheaper costs through Yorkshire Housing, which is subsidised by Rotherham Council.

Our review of these Services will continue next financial year as part of our Sustainability Plan.



2

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



Working to address loneliness and isolation in later life has continued to be a primary objective for us this year. During 2014-15 we were able to continue to provide and expand the range of services and support we could offer to help older people who are lonely.

These included:

The Age UK Rotherham Social Centre, which continued to provide regular days of companionship and activity for around 30 older people each week and in some cases also giving valuable respite for carers.

This service is increasingly meeting a higher level of service user need with most people who attend having higher level physical support needs and many having mild to moderate dementia.

Running three days per week the centre provides a programme of activities and outings that is developed in conjunction with service users and includes things like:

- Gentle exercise
- Quizzes
- Movie days
- Sing-a-longs
- Trips to garden centres, for pub lunches and to the seaside.



In June 2014 we relocated the centre to Lord Hardy Court at Rawmarsh in order to have better, purpose built surroundings. This move has given us more space and, together with a grant from the Feldwicke Fund which enabled us to buy different kinds of equipment (from potters wheels and gentle exercise equipment to computer tablets), has meant that the range of activities taking place has been able to expand.

The Two's Company Befriending and Linkline Service has continued to provide volunteer led support and companionship to around 100 older people, many of whom have also taken part in events and trips out supported by partners such as Mears Group and Rotherham College.



Mears Group staff and apprentices provided a marvellous Christmas lunch for around 60 older

people and have also provided opportunities for young and old to get together in activities such as bat box building. Rotherham College again hosted a group of older people working with horticulture students to create wonderful planters to enjoy in the summer.

Fit for the Future Groups have also been another source of social contact for over 400 older people this year.

Our commitment to addressing loneliness in later life through working with partners around the Rotherham Less Lonely Campaign has also been maintained this year and we hope to continue to strengthen this in the coming year.



Our colleagues and apprentices enjoyed the challenge of sourcing and producing the Christmas

Lunch with the list of volunteers for 2015 increasing by the day. It was very rewarding and was a pleasure to see so many people so obviously having a good time. Looking forward to 2015 Christmas Lunch.

Diane Keay, Mears Group

Changing lives

Mr H is 75 and lives at home with his wife and his dog. Although he now has vascular dementia and Alzheimer's he used to lead a very active life and particularly enjoyed sport, quizzes and walking.

Mrs H wasn't confident in asking for help or support and was also unsure how her husband would cope with surroundings away from home and meeting people.

Once a month Mr H went to the Alzheimer's Society 'Singing for the brain' group and it was here where it was suggested to Mrs H that she contact Age UK Rotherham's Social Centre.

The Social Centre staff explained that Mr H could visit to see if he liked the centre and reassured Mrs H that she could take her husband home if need be.

From his first visit Mr H settled in well and joined in the activities, particularly enjoying the dominoes and the musical sing-along.

At home, Mrs H began to notice a change in her husband as he became more like his old self. Now he wants to do more things around the home and to go out more.

A change in Mr H has also been noted at the Social Centre in that he is now always the first to join in activities, he sets the domino table up and calls the other people to join in. He enjoys helping the other people at the Social Centre and has become much more out going.

Mrs H now feels less stressed and says she is delighted to have some time for herself and is confident in the care and attention Mr H is receiving at the Social Centre.

'With the help from Age UK Rotherham I feel like a weight has been lifted. The Social Centre has given my husband a bit of his independence back. It has also improved our life by giving us time apart, which gives us something different to talk about when we are together.'

Mrs H

3

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



Whilst most Age UK Rotherham services contribute to this aim in some way, the specific services that have been delivered this year include:

Hospital Aftercare

This has continued to provide support to help people get home from hospital more quickly and safely and continued to offer short term support once back at home to prevent unnecessary readmissions.

467 older people used this service this year, over 70% of whom were aged 75 years or older and many of whom had no other form of support at home.

Hospital Aftercare staff supported them with:

- Transport home
- Assessment of needs and development of a support plan
- Practical support to regain confidence and mobility
- Referrals to a range of other support including benefits advice, Occupational Therapists and fire safety.



There is a lot of confidence and trust in the follow up provided. Staff feel that the service can be relied on to respond to any problems that arise following a discharge and they find this very reassuring and will discharge earlier on this basis.

Rotherham Hospital Evaluation



Fit for the Future Groups

Big Lottery funding through Age UK enabled us to continue to support the development and delivery of Fit for the Future Groups during 2014- 15. Over 400 older people helped to develop and took part in groups across the Borough with support from our staff. Groups focussed on activities and interests of the people involved and covered everything from swimming to quizzes to healthy eating.

Throughout the Fit for the Future Project we monitored changes in 28 aspects of health and wellbeing and 87% of people improved in at least one category:

- **67% said there had been positive changes to mental health and wellbeing during the project**
- 35% of people doing more exercise each week, increasing to 40% by the end of the project
- **29% felt closer to other people and 23% felt less isolated**
- 79% said they did not know where they would have received similar support elsewhere



Still contributing at 95

At 95, M is our oldest Fit For the Future customer.

Even though she has carers on a daily basis M often feels quite lonely.

We introduced M to her local Fit for the Future group. Although M is partially sighted and has restricted mobility we made sure that this didn't exclude her from fully enjoying the meetings. The group has made large print games for her and always support her with activities she might otherwise find impossible.

M has made such a positive impact on the group by giving them talks about her youth, which everybody finds fascinating and very entertaining.

She has become a steadfast member of the group and looks forward to getting out of the house each week to join her new friends for a natter and a laugh. Her story telling sessions have proved so popular that reminiscence has become a regular feature of the meetings.



4

Provide advice and information on a range of issues for older people and their carers



During 2014-15 our Information, Advice and Advocacy Team of staff and volunteers responded to over 7,500 enquiries from around 3,800 older people and their carers.

Support was given by telephone, drop-in information and through advice appointments in the office as well as by continuing to offer home visits. Age UK Rotherham is currently the only local charity that offers home visits and continuing to do this is very important, as many of the most vulnerable older people are not able to access this kind of support in any other way. The number of home visits this year was 1,029 – an increase of 46% this year compared to the previous year.

Enquiries this year covered a wide range of issues and needs such as:

- Help to gain benefits.
- Adequate provision and payment for care
- Consumer queries
- Fuel debt.

Support given achieved the following outcomes for older people:

- Access to £2.5 million of extra benefits which they can use to support themselves to stay independent, eat well and keep warm.
- Accessing appropriate care provision.



Partnership working brings benefits to social housing tenants in Rotherham

During 2014 we worked with RMBC's Housing Department to develop a pilot project to increase the uptake of Attendance Allowance (AA) for older people in social housing. We had suspected for some time that many older people who were eligible for this benefit were missing out because they were not aware of their eligibility or thought it was means tested. RMBC agreed to fund a one year pilot project and work with us to identify people who may be missing out via their tenant information.

Working together resulted in 212 referrals for help from our Team to complete AA forms. Successful claims brought over £775, 000 of additional benefits to the older people concerned. This is, of course, a rolling benefit and so this amount continues to be paid to them year on year.

AA is really important benefit to older people as it helps them to continue to live independently and look after themselves better. In addition this work also brings benefits to the local economy as this is new money into Rotherham and many older people spend it locally. Public sector bodies such as the Council and the NHS also benefit as, if people can take better care of themselves they are less likely to need public services.

It should be noted that over 50% of referrals resulted in people getting AA at the higher rate, which indicates that they could have been eligible at the lower rate for a number of years and have missed out on this additional income. Most people did not believe they were eligible

because they thought this benefit was means tested. This supports our original hypothesis that eligible people were missing out and so was the local economy.

The work will continue in 2015-16.



Making a difference

S and her husband are both in their 70s. They usually manage between themselves but also have support from their family.

S was discharged from hospital following a six day stay because of pain in her legs and hips.

Age UK Rotherham's Hospital Aftercare Service was involved by the hospital in her discharge. They referred her to the Information, Advice and Advocacy Service to look at what benefits she could be entitled to and at making an application for a blue badge as her care needs and mobility had become worse.

We discussed things with S and arranged a home visit to look into making a claim for Attendance Allowance. The claim was successful and S was awarded Attendance Allowance at the higher rate which was also backdated. S also received a blue badge to help with getting out and about.

'Our lives now are better than before. We have used the money from the benefits to help have a walk in shower fitted and the blue badge has made such a difference in getting out and about.'

S



Our moments

We've had a busy year - here are some of our memories from 2014 -15



Friends together





Fundraising



Social Centre activities



Not by my selfie



5

Enable older people in Rotherham to have a voice and a choice about things that affect them individually and collectively

This year we have continued to support older people to have a voice in things that matter to them both as individuals and collectively.

Our partnership work with Rotherham Older People's Forum has continued and we have worked together on their 'Feeling Safe' theme through a series of local events. In addition, we supported the Forum to take part in a national consultation on the Care Cap run by Age UK in January 2015. Whilst we are not able to support the Forum financially we have continued to offer support for its work by the provision of in kind resources such as staff time and free use of our meeting room.

Through our Information, Advice and Advocacy Service's skilled and experienced advocates we supported 235 of Rotherham's most vulnerable older people to have a voice and more choice in

things that affect their lives by providing over 470 hours of independent advocacy support to them.

This work covered issues such as supporting people with no family or friends through care reviews and ensuring that people that lack the capacity to challenge themselves have an independent voice, also that when people are dealing with statutory authorities and business their rights and understanding of the situation are clarified, this has resulted in positive outcomes such as reduction in debt and payments.



The Adopt a Post Office Campaign

began with a high profile launch at a Rotherham Post Office. As a direct result of this work a number of very vulnerable older people have been identified and offered support.

Rotherham Older People's Forum

6

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

Whilst it is important to be outward facing and achieve outcomes for older people it is also important that, as a charity, we do not lose focus on ensuring that we are well governed and sustainable for the future. This area of work has been a key focus for us during 2014-15.

Working to ensure sustainability

From March to September 2014 Trustees and Senior Managers undertook a full organisational review to ensure that the charity would be sustainable in the medium to longer term. This included looking at our finances, people – staff and volunteers, governance, premises and other infrastructure.

As a result of this review the Board agreed proposals in our 2014-17 Sustainability Plan in September 2014 and this started to be implemented from October 2014.

Our work about finance is covered in a later section of this report on pages 24 to 27.

Working to ensure sustainability

Includes plans for:

- Further rebalancing of the finances of the organisation including increasing the amount of unrestricted income generation to support our work and reducing the deficits in some service areas.
- Further developing our staff and volunteer base to ensure we have the right skills and knowledge to support the future work of the charity.
- Ensuring that we have good governance in place to support our work.
- Making sure that we have efficient and effective systems and resources in place to support our work.



6

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

Governance

In the autumn of 2014 we undertook a full review of the charity's governance to ensure that appropriate arrangements were in place to support our Sustainability Plan 2014-17. As a result of this review a revised structure was put in place from January 2015 with sub groups of the Board covering:

- Finance and Performance
- Governance
- HR
- Fundraising

Each group has agreed terms of reference and is led by a lead Trustee and a lead Senior Manager who are accountable to the Board for their area of work. Reports are received from each sub group at Board meetings as part of Board assurance.

Quality assurance

During 2014 we worked to achieve the Age UK Organisational Quality Standard. This required an inspection by an external auditor and covered a range of areas from governance to finance, HR to health and safety

and helps us to demonstrate that we are a well run organisation. We achieved the standard in December 2014 and this will be subject to an annual review.



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We achieved the standard in December 2014 and this will be subject to an annual review.

This work has resulted in a large amount of change for Age UK Rotherham and this level of change does have a cost. Trustees therefore agreed to invest in this change by drawing on the charity's reserves during 2014-15 to support this plan. This is reflected in the deficit figure being reported by the charity for the current financial year.

7

A summary of our achievements in 2014- 15

In 2014-15 we continued to provide services to older people to help them to maintain their independence and worked with local partner organisations to highlight issues that are important to older people.

- A range of services and support were provided to over 7,000 older people during 2014-15.
- 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.
- £2.5M extra benefits achieved for older people in 2014-15 through support from our Advice and Information Service.
- Secured RMBC funding for Attendance Allowance/benefits support for social housing tenants as a 1 year pilot. This resulted in an additional £776,413 of benefits for 212 older people who used the service.
- Further development of the Rotherham Less Lonely (RLL) Campaign and associated work including Two's Company Befriending Service.
- Effective partnership work with the national charity leading to funding. Age UK funding, for example Planning for Later Life (PLL), to support advice provision.

- Development of a wider range of 'earlier intervention and prevention' support including Social Prescribing and Fit for the Future.

- Further development of a wider range of



enablement services and other services to support people to regain and maintain independence through our Independent Living Support pilot.

- Partnership work with Rotherham Older People's Forum to highlight issues that are important to older people and help older people to have a voice in things that affect them.
- Development of the EngAge Rotherham Programme which aims to develop a different and more positive approach to ageing in the Borough.
- Development and implementation of plans to generate unrestricted income through increased fundraising and diversification of social enterprise trading activities – Fundraising Development Officer and Furniture Warehouse Project.



The value of volunteers



During 2014-15 104 volunteers gave us around 8,000 hours of their time supporting our work with older people in a variety of ways:

- 51 volunteers supported our work in the Two's Company Befriending and Linkline Services, helping lonely and isolated older people to have social contact and companionship.
- 7 volunteers helped us to provide information and advice to older people on a range of issues that were of concern to them.
- 29 volunteers helped us to run Fit for the Future Groups providing activities and company for older people across Rotherham.
- 5 volunteers supported our work in the Social Centre by driving people to the centre and home and by supporting the activities in the centre.
- 2 volunteers gave practical admin support as part of our office team.
- Our 9 Trustees gave their time to govern and manage the charity through regular Board

71%
of volunteers are
aged over 50

11%
are aged over 75



meetings as well as investing their time on a weekly basis to support the development and implementation of our plans for the future of the charity.

In addition, 55 local people also volunteered to be on our list of Winter Emergency Volunteers who will walk to support a local older person in the event of bad weather. Thankfully, we did not need to use them this year!

Once again the successes that we have achieved this year could not have happened without the input of this stalwart group of local volunteers who give their time for free to support local older people.

Thank you!



Finances - diversifying our income and reducing deficits



Age UK Rotherham is a local charity. We have to raise all the funds needed to deliver our services in Rotherham by our own efforts. Our ability to continue to do this is affected not only by our own actions but also by changes in the wider world in which we operate including changes in public sector finances and grant funding as well as a squeeze on the incomes of older people.

As part of our Sustainability Plan we have continued this year to work to rebalance the finances of the charity such that it is sustainable for the future. Whilst contracts and grants from public sector bodies such as the Council and the NHS continue to be important, charities like ours can no longer rely on public sector income as the mainstay of our work. We also need to ensure

that we have a range of income sources and a mix of funding which does not overly rely on any one of those sources.

During 2014-15 we continued to work hard to rebalance the finances of the charity by:

- Developing our ability to generate unrestricted income through our social enterprise activity. We put in place plans for a Furniture Warehouse which will provide income by selling donated furniture in future years. We have also been considering ways with which to develop our Insurance Service to generate more income through the commissions that it receives.
- Developing unrestricted income from fundraising and donations. Trustees agreed to invest funds and resources to support a new Fundraising Development Officer position in order to generate more income from such sources going forward.
- Restructuring the way we deliver our services such that they aim to fully cover their costs by their charging structures and no longer require significant subsidies from the charity's reserves to support them in future years.

The above work has required investment and Trustees have again supported the use of 'rainy day' money held in our unrestricted reserves to enable the charity to complete the changes required to put it on a more sound

financial footing for the future. In particular this included:

- Continuing to support subsidies in year for Care and Support Services allowing time for these services to be re-organised in a planned and controlled manner.
- Funding changes to IT and other systems to enable us to be more efficient in the future.
- Covering costs of change such as changes in premises, redundancies and the start up of new social enterprise work.

As a result of the above the charity has to report a significant deficit position of £132,692 at the 31st March 2015. £29,437 of the deficit relates to clearly identifiable exceptional costs that were 'one-offs' to fund the changes we made.

Whilst the charity's reserves have been significantly depleted this year our plans for future years will enable us to complete our change programme such that by 2016- 17 we will be generating surpluses over a three year period in order to rebuild our reserves to be in line with the charity's reserves policy.

During 2014-15 :



- **We put in place plans for a Furniture Warehouse which will provide income by selling donated furniture in future years.**
- **Trustees agreed to invest funds and resources to support a new Fundraising Development Officer position in order to generate more income**
- **We restructured the way we deliver our services such that they aim to fully cover their costs by their charging structures and no longer require significant subsidies from the charity's reserves to support them in future years**

Financial information

Consolidated Statement of Financial Activities (including income and expenditure account) for the year ended 31 March 2015

	Unrestricted Funds (£)	Restricted Funds (£)	Total Funds (£)	Total Funds (£)
	2015	2015	2015	2014
INCOMING RESOURCES				
Incoming resources from generated funds				
Voluntary income	19,260	16,597	35,857	64,808
Activities for generating funds	12,681	-	12,681	6,954
Investment income	191	-	191	141
Income of trading subsidiary	88,107	-	88,107	89,439
Incoming resources from charitable activities	456,160	297,726	753,886	743,344
Other incoming resources	20,825	-	20,825	13,321
TOTAL INCOMING RESOURCES	597,224	314,323	911,547	918,007
RESOURCES EXPENDED				
Costs of generating funds:				
Costs of generating voluntary income	26,983	17,959	44,942	27,778
Costs of trading subsidiary	86,048	-	86,048	80,523
Charitable activities	606,667	297,733	904,400	805,861
Governance costs	10,218	-	10,218	8,838
TOTAL RESOURCES EXPENDED	729,916	315,692	1,045,608	923,000
NET (OUTGOING) RESOURCES BEFORE TRANSFERS				
	(132,692)	(1,369)	(134,061)	(4,993)
Gross transfers between funds	49,103	(49,103)		
NET (OUTGOING) RESOURCES FOR YEAR	(83,589)	(50,472)	(134,061)	(4,993)
RECONCILIATION OF FUNDS				
Total funds brought forward	200,851	129,830	330,681	335,674
Net movement in funds	(83,589)	(50,472)	(134,061)	(4,993)
Total funds carried forward	117,262	79,358	196,620	330,681

Consolidated and Company Balance Sheets - 31 March 2015

	Group		Company	
	2015	2014	2015	2014
FIXED ASSETS				
Tangible assets	65,936	77,729	65,936	77,729
Investments	-	-	2	2
	65,936	77,729	65,938	77,731
CURRENT ASSETS				
Debtors	120,597	109,089	154,629	116,101
Cash at bank and in hand	98,795	202,847	59,790	192,847
	219,392	311,936	214,419	308,948
CREDITORS				
Amounts falling due within one year	68,708	58,984	63,737	55,998
NET CURRENT ASSETS	150,684	252,952	150,682	252,950
TOTAL ASSETS LESS CURRENT LIABILITIES	216,620	330,681	216,620	330,681
CREDITORS:				
Amounts falling due after more than one year	20,000		20,000	
NET ASSETS	196,620	330,681	196,620	330,681
FUNDS				
Unrestricted funds:				
Designated funds	25,000	41,895	25,000	41,895
General funds	92,262	158,956	92,262	158,956
	117,262	200,851	117,262	200,851
Restricted funds	79,358	129,830	79,358	129,830
TOTAL FUNDS	196,620	330,681	196,620	330,681

Our plans for 2015- 16



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 2015-16.

We will seek to secure further resources to continue its future provision beyond March 2016.

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 look for further resources to continue the benefits of the Fit for the Future Project.

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 2015-16.

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 2015-16 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.



A moment to say thank you

Thank you to everyone who helped to make 2014/15 such a memorable and successful year.



Age UK

Age UK Planning for Later Life

Asda Rotherham

ECS Limited

Extrudakerb

Feldwicke Fund

Fit for the Future Groups

Friends of Clifton Park

Lindrick Golf Club

Lloyds TSB Foundation

Marjorie Coote Old People's

Charity Fund

Marks and Spencer (Parkgate)

Mears Group

PING

Retford Honda

Rotherham Advertiser

Rotherham Charity Cup

Rotherham Clinical

Commissioning Group

Rotherham College

Rotherham Less Lonely

Rotherham Metropolitan

Borough Council

Rotherham Minster

**Rotherham Older People's
Forum**

**Rotherham Pensioners Action
Group**

**Rotherham Social Prescribing
Service**

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

We'd love your support



Donate

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



Volunteer

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



Fundraise

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



Campaign

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

Royal Bank of Scotland
South Yorkshire Community Foundation
South Yorkshire Fire and Rescue Service
South Yorkshire Police
The Big Lottery
Tim Rose
Transdek
Voluntary Action Rotherham
Westfield Health
Ye Olde Bell Hotel and Restaurant
Yorkshire Venture Philanthropy Fund

We'd love to hear from you

To find out more about how you can get involved with Age UK Rotherham visit www.ageuk.org.uk/rotherham or call **01709 835 214**

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:

Galax Business Centre, Eastwood Trading Estate,

Fitzwilliam Road, Rotherham S65 1SL

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

Charity Number: 1039771