



# 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

## **Our Board of Trustees during 2015-16**

### **Trustees**

Peter Broxham  
Pat Cahill  
John Cox  
Roger Evans  
Shafiq Hussain  
Barbara Laird  
Chris Rivington OBE  
Pat Wade

### **Chief Executive/ Company Secretary**

Lesley Dabell

### **Bankers**

Cooperative Bank plc  
27 Bridgegate  
Rotherham

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

Our website is at [www.ageuk.org.uk/rotherham](http://www.ageuk.org.uk/rotherham)

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# Welcome

## A message from the Chair and Chief Executive



**Barbara Laird**  
Chair



**Lesley Dabell**  
Chief Executive

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### **2015-16 has proven to be another challenging but productive year for Age UK Rotherham.**

Like many other voluntary sector organisations, we have continued to face challenges from the financial climate in which we work and the demands on our services as a result of more older people in Rotherham and changes in the public sector.

We have also continued to challenge ourselves to develop new sources of income and to work as efficiently and effectively as possible in order to make this a sustainable Charity that continues to serve the needs of Rotherham's older people well into the future.

At the same time we have again delivered high quality services and support to older people across Rotherham Borough this year, helping them to:

- Live more independently at home
- Stay safer at home and in the community
- Be less lonely and more connected to their community
- Have enough money to support themselves to live well
- Exercise choices and have a voice about things that affect them.

We have continued to implement our Sustainability Plan by developing new sources of unrestricted income to support our work – read later about the Furniture Warehouse and retail developments and Fundraising – and our work to reduce management and overhead costs in the Charity.

Notably, we finally moved totally from St Ann's Road, Eastwood, which has been our home for many years but we have stayed close by in our new premises on Fitzwilliam Road – heralding the end of an era for Age UK Rotherham and the start of a new chapter for us all.

We expect 2016-17 will be an equally challenging year and look forward to reporting to you on this next time.

Our final words go to all of those partner organisations, staff, volunteers, trustees and supporters without whom we could not continue our work for the Borough's older people. You will see many of them detailed in this report. THANK YOU to you all, we could not do it without you!

**Barbara Laird,**  
**Chair of**  
**Trustees**

**Lesley Dabell,**  
**Chief Executive**  
**Officer**



## As a result of our work:

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

## Why we're here

**£3.2m**

extra benefits achieved through support from the Advice and Information Team

**£638,134**

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

**8,252**

requests for advice, information or advocacy support were made by around 3,670 older people

**123**

older people have received support through our befriending service and our Linkline service

**441**

older people used our Hospital Aftercare Service

**506**

older people were supported through our Independent Living Services

**128**

older people (on average) visited EngAge groups per week and these groups were made possible by an average of 62 volunteer hours each week.

# Our key priorities

These were our six main priorities for 2015-16



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



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



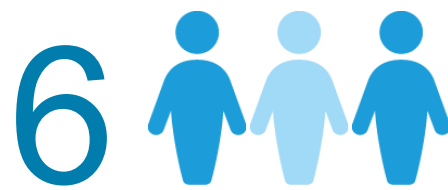
Provide a range of earlier intervention and preventative services to support older people with long term conditions to manage these better



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



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



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

# Our plans for the future

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## **Age UK Rotherham plans to continue to work to support the interests of all older people across Rotherham. To do this we will:**

1. Continue to provide flexible, high quality and person-centred services such as our Staying Independent Services and Hospital Aftercare Service that support older people to maximise their independence and have a good quality of life.
2. Develop and provide earlier intervention and preventative services that address issues of concern to older people. We will continue to develop our work to address issues of loneliness and isolation for older people and look at how this is clearly linked to an increase in depression in later life.

Work will continue with partners, and we will continue to work with the Rotherham Less Lonely Campaign to address the issue of loneliness and isolation in older age by raising awareness of the issue and providing services to older people who are affected.

We will look at ways to develop our work around the objective of 'keeping older people connected' through our EngAge Rotherham Projects.

We will also continue to develop our involvement in the Integrated Case Management Pilot/ Social Prescribing Service in Rotherham.

3. Ensure that older people in Rotherham have access to appropriate information and advice services. This continues to be a major need for older people in Rotherham, especially at a time of public sector cut backs. Work continues with various partners to ensure that this service is sustained and enhanced to meet increasing demand.
4. Work with older people to ensure they have a choice and a voice in things that affect them. We will do this by continuing to work with and support Rotherham Older People's Forum and other older peoples groups in the Borough.
5. Continue working to make the organisation more efficient and effective, and this will include reviews of our premises, IT and other related issues.



# Why we're here



## Supporting people to live independently at home

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### Independent Living Services

- We helped people with cleaning, bathing, personal care, shopping and accompanying them to appointments.
- We provided a service to **506** older people.
- Our team of staff are all DBS checked, trained and covered by insurance.

### Gardening Service

- We helped around **214** older people to keep their gardens neat and tidy.

### Hospital Aftercare Service

- This service continued to be delivered on contract to Rotherham Clinical Commissioning Group.
- We provided people with this service every day of the year.
- We supported **441** clients.

The service has been successful in achieving positive outcomes for service users and the wider health system. Evaluation of the service has shown that the service has been successful in supporting people to achieve their personal goals in terms of increasing independence, improving their confidence, increasing their mobility and improving their financial situation. It has also shown that the service produces significant savings for the wider NHS system. As a result of this success the contract to deliver this service has been extended to 31 March 2017.



**214** people received help from our gardening service



## Making a difference to people's lives - Mrs F



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Mrs F is 87 years old and is registered blind. Although she lives alone, she is determined to remain at home and live independently for as long as she can, with services in place to support this.

She had some meals delivered daily but took care of her other meals and drinks herself and also did her own cleaning.

Although Mrs F managed the majority of daily tasks herself she was struggling to go out and do her shopping and banking due to her vision so she approached Age UK Rotherham for help.

Following an initial assessment, Mrs F was referred to our Advice and Information Service for help to apply for the blue badge disabled parking scheme, as she wears a leg caliper when she goes out and walking can become uncomfortable for her. Being able to park closer to where she needed to be would make her journeys out easier as she wouldn't need to walk as much.

We arranged for Mrs F to receive weekly support from our Independent Living Service and now her support worker takes her out to the bank, supermarket or shops and was also able to take her to get her blue badge application completed once she had received the help to complete her forms.

As a result of our help, Mrs F is now able to leave her home to go out knowing that she has the support she needs. This has made a huge impact on her independence as she is able to choose her own items when she shops, rather than it being done for her. When she goes out accompanied by her support worker she feels safe.

Mrs F is also able to make herself hot drinks more safely and now uses a level indicator for her cups. This has also enabled her to remain independent.

After her first time out with her community support worker Mrs F said although she felt exhausted, she had had a wonderful time as it had been a long time since she had been able to go out.

# Our year in pictures

We've had a busy year - here are some of our memories from 2015-16





*Fundraising*



*Friends together*

# Why we're here



## Helping older people stay informed and make active choices about things that affect them

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### Advice, Information and Advocacy Service

We continued to be one of a limited number of agencies in Rotherham providing advice, information and advocacy to vulnerable people and we were again the only specialist agency supporting older people with this need. Information continued to be available through drop in at the One Stop Shop and by telephone. Advice was provided by office appointments and home visits.

The Advice, Information and Advocacy Team dealt with **8,252** requests for support from over **3,670** older people this year. Through welfare benefits advice and support they have secured around **£3.2 million** worth of additional benefits income for older people in Rotherham this year. This additional income enables older people to purchase services to support themselves, to stay independent and also to improve their quality of life, ensuring that they can eat well and keep warm.

The team also continued to offer its home visiting service to support older people by the provision of advice, information and advocacy and, in particular, the completion of benefits applications. This is a key service for older people and is not offered by any other advice provider in the Borough and the demand for this type of support continues to show substantial growth.

Our Advocacy Service continued to support older people in the community as well as those in residential care. This is a badly needed service as older people need advocacy support across a range of areas including community care and utilities. The service also deals with more complex cases such as where older people are deemed at risk of deprivation of their liberty, by acting as an advocate for them in the majority of these cases.

Members of the team have also supported residents in residential care and their family members to make their views about the care they are receiving known as part of RMBC's 'Home from Home' Initiative.



**£3.2m**

**extra benefits achieved through support from Advice and Information Team**

## Making a difference to people's lives - Mr M



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Mr M is a married man whose health and that of his wife has diminished and they were finding it hard to manage day to day tasks without help.

Mr M is losing his hearing, has limited use of his right hand due to tendon damage, knee replacements to both knees and an enlarged prostate.

We supported Mr M to make a claim for Attendance Allowance benefit and identified other benefits available to him.

A benefit check revealed that Mr M would be entitled to both Savings and Guaranteed Pension Credit and a claim for Carers Allowance was also made.

A hearing assessment was arranged via Age UK Rotherham Trading for Mr M to consider hearing aids that he felt were suitable.

Mr and Mrs M were awarded Attendance Allowance at the higher rate as well as Pension Credit which enabled Mr and Mrs M to get Council Tax Support.

Altogether, the money awarded to Mr and Mrs M exceeded £15,000 per annum and also they had over £2,000 arrears which has allowed them to go on a much needed holiday. They were also looking at commissioning care services and help around the home

Mr and Mrs M were delighted with the outcome of their appointment with us and said it has made a huge difference to them.

# Why we're here



## Encouraging people to be involved in things that affect their lives

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### EngAge Rotherham

During 2015-16 we developed our EngAge Rotherham project, which is aimed at getting more older people involved in things that affect their lives. This project focuses on the key areas of concern identified by older people: being safer, being less lonely, living independently, staying healthy and staying connected.

**Engage and be safer:** We secured two year funding from South Yorkshire Fire Authority to develop a fire safety project from 1 October 2015. This involves training older people as volunteer Fire Safety Champions who can pass fire safety messages on to other older people and training Age UK Rotherham staff to undertake Fire Safety Checks as part of their normal work with older people.

We worked with South Yorkshire Police, Rotherham Older People's Forum and RMBC Vulnerable People's Unit to develop work to prevent older people from becoming the victims of scams. Information events were put on throughout the year and we supported South Yorkshire Police community based initiatives aimed at getting more contact with older people through the 'Adopt a Post Office' Scheme. Further work is planned for 2016-17.

**EngAge and be connected:** In addition, funding was secured from Rotherham Council for a project to start on 1 April 2016, training older people as volunteer Community Connectors to provide outreach information to older people across Rotherham. This is a two year pilot project and will be evaluated to assess its impact.



# Why we're here



## Helping to reduce loneliness and isolation

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### The Social Centre

Support continued to be given to older people at risk of social isolation through the provision of day opportunities at the Social Centre at Lord Hardy Court, Rawmarsh, Rotherham.

This service has continued to be accessed by older people, some receiving a direct payment from the Local Authority. However, as the number of direct payment customers fell away, self-funding customers have continued to increase and this trend is expected to continue in the foreseeable future.

### Befriending Service and Linkline

Our team of volunteers has continued to deliver the Two's Company Befriending Service, Linkline Service and associated events and activities.

These services continued to be delivered and around **123** older people benefitted from them in 2015-16.

### Fit for the Future Groups

Following the end of the Big Lottery funding we have continued to support groups set up by the Fit for the Future Project to enable them to continue as independent groups affiliated to Age UK Rotherham, through our EngAge Rotherham Project.

**123** people received help from our befriending and Linkline services



# Organisational sustainability



## Organisational sustainability plan - our progress

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**During 2015-16 we continued to implement our Sustainability Plan 2014-17. This section highlights the progress we have made towards achieving the plan's goals.**

### **Insurance Service**

This service continued to provide a range of Insurance products, particularly designed at customers aged over 50 years, through an Appointed Representative agreement with Age UK Enterprises Limited. The year end surplus gifted to the Charity was on par with the previous years.

### **Furniture Warehouse and outlets**

This new way of generating unrestricted income for the Charity required a considerable investment from the Charity to initiate it. A careful business plan developed and agreed with Trustees and some investment was secured from Yorkshire Venture Philanthropy under a grant loan scheme. Further investment was made from the Charity's reserves.

The Project came on stream from August 2015. A further development of taking on two further retail outlets in Rotherham town centre and Maltby was made possible by the withdrawal of Age UK, the national Charity, from these two venues.

Donations have been good and excellent progress is being made towards our aim of generating surpluses to support our Charity within the next two years.







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## Fundraising

Trustees also invested in the continued employment of a dedicated Fundraising Officer.

This enabled us to begin to develop a planned approach to fundraising activity to support the Charity, which will build over time.

Significant new events such as a Golf Day and 30th Anniversary Gala Dinner proved very successful and a number of smaller events and collections were also done, giving a strong basis for this work to continue in coming years.

## Reducing the subsidy in 'charged for services' to nil over the lifetime of the plan

All of these services historically have required a subsidy from reserves to enable them to continue to be delivered. Trustees decided that, in view of the much reduced reserves position, this could no longer continue and that we must achieve a 'break even' position on these services within the life time of the plan.

Restructures in Care and Support Services made some savings in 2015-16 and price increases were made in 2015. Further work is planned during 2016-17.

## Making efficiencies in overhead costs

Trustees have also invested in a review of premises, IT and other systems and changes in contract arrangements for these during 2015-16. Efficiencies of £34k per annum, which will become fully effective from the second half of 2016-17, have already been achieved by the plan.

We now plan to increase the amount of efficiencies by using some of the efficiency gains (e.g. on IT) made in the previous phases of the plan to help us to reduce staff overhead costs during the next two years.



# A moment to say thank you

Thank you to everyone who helped to make 2015-16 such a memorable and successful year.

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## **Age UK**

Age UK Planning for Later Life

Allotts Business Services

Asda Rotherham

Clifton Methodist Church

Fit for the Future Groups

Friends of Clifton Park

John Box Associates

Marina Takeaway & Restaurant

Marjorie Coote Old People's Charity Fund

Mears Group

Morrisons

Oxley and Coward

Rockingham Junior and Infant School

Rotherham Advertiser

Rotherham Clinical Commissioning Group

Rotherham Less Lonely

Rotherham Metropolitan Borough Council

Rotherham Minster

Rotherham Older People's Forum

Rotherham Pensioners Action Group

Rotherham Social Prescribing Service

Rotherham United Community Sports Trust

South Yorkshire Community Foundation

South Yorkshire Fire and Rescue Service

South Yorkshire Police

St James Church, Clifton

Steve Smith

The Big Lottery

Voluntary Action Rotherham

Ye Olde Bell Hotel and Restaurant

Yorkshire Venture Philanthropy Fund

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



## Our volunteers

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

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

Over 60% of our volunteers are older people themselves. They report positive impacts on their own health and well being as a result of volunteering for Age UK Rotherham.



# We'd love your support



## Donate

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



## Volunteer

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



## Fundraise

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



## Campaign

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

# We'd love to hear from you

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

**Advice and Information Service**

Tel: 01709 835 214

**Registered office:**

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

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

**Charity Number: 1039771**