



Age Well  
Mid-Point Impact Statement  
October 2022 - December 2025

# Summary



**Chief Executive,  
Emma Rose**

Age Well is Age UK Salford and Trafford's one-stop-shop prevention, recovery and resilience offer, designed to achieve greater wellbeing and population health across our city.

It brings together practical support, social connection, and tailored advice so older people can stay safely at home, avoid unnecessary hospital readmissions, and live with dignity and independence.

From providing hot meals and emergency shopping to arranging aids and adaptations and connecting people to wider services, Age Well removes barriers and ensures the right help is in place when it matters most.

Alongside this, we tackle isolation and loneliness through inclusive activities and dementia support, helping people feel valued and connected.

This integrated approach not only improves lives but also reduces pressure on health and social care systems by preventing crisis and promoting resilience.

The impact data in this report demonstrates how Age Well is delivering real results for older people and for Salford.



# Impact at a glance

Age UK Salford and Trafford are changing the day-to-day experience of getting older through essential services and local support. We believe every older person should be included and valued.

Age Well services and activities transform older people's wellbeing in the ways that matter most to them and in line with age-friendly communities.



**3,447 referrals to Age Well Services**



**26,413 Number of Contacts**



**6521 number of people accessing services**



**9 Active Volunteers**



**83% of individuals experienced improved health and wellbeing**



**Referred to over 40 external teams and received referrals from 40 external teams**



**889 people living with dementia have been supported to maintain their independence for as long as possible**

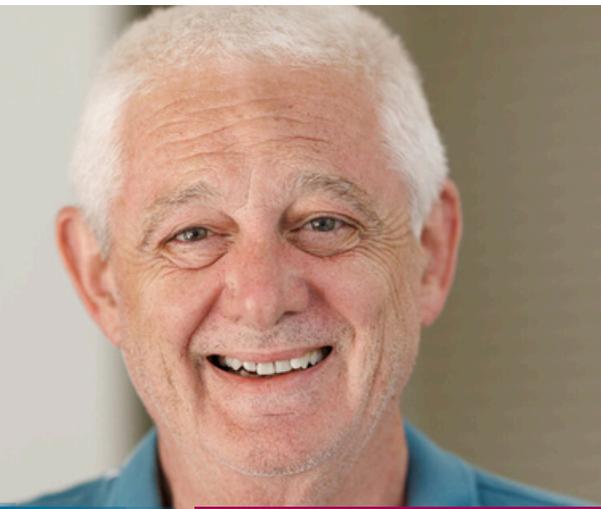
## Client Feedback

“Age UK have been the biggest help since mum's dementia diagnosis. She's had some brilliant times at the Buddy Club and had plenty of stories to share with us. It's also made life easier for me, knowing that mum is being looked after by people who genuinely care for her.”

# Age well and health promotion

We support our service users in a range of ways to enhance their wellbeing and independence.

We offer a one-stop-shop for prevention, recovery and resilience with a range of services that Salford residents over 55 can access including aftercare and reablement after a stay in hospital, dementia support and support with practical information to help them stay safe and well.



## Case study - Hospital Aftercare and Reablement

*David, age 69 and living alone. He was discharged from hospital into an unsafe home. His kitchen was contaminated with mould, his wheelchair and phone were uncharged, and he had no way to call for help.*

*The Hospital Aftercare Team acted immediately, delivering food, cleaning the kitchen, charging his wheelchair, and providing a phone charger. They returned the next day for a welfare check and assessment, which revealed broken appliances, soiled bedding, and no access to money for shopping.*

*The team created a support plan, contacting Adult Social Care to help him access funds, arranging cleaning and shopping support, and sourcing a microwave, kettle, vacuum cleaner, and new bedding.*

*They referred him to Occupational Therapy for grab rails and a perching stool, and to the Falls Team to reduce risk. Partnerships with charities and internal services enabled rapid delivery of these items.*

*As a result, his home was made safe and hygienic, he regained access to meals and essential appliances, and adaptations were installed to support independence. He was able to live safely and with dignity, reducing the risk of readmission and improving his wellbeing. This case shows how the Hospital Aftercare Team provided practical support and coordinated multi-agency action to ensure continuity of care and a successful recovery at home.*

## Case study - Dementia Care and social engagement

Helen lives alone in Salford and was recently diagnosed with Alzheimer's and Vascular Dementia. Her son lives in Nepal and wanted reassurance that his mother was socially engaged and supported as she had expressed feeling lonely and depressed and had shared comments about feeling life was not worth living.

The Dementia Worker introduced her to the Buddy Club, starting with one session per week initially. Regular email updates and photographs were sent to her son to keep him informed and reassured.

Helen now attends the Buddy Club weekly, actively participating in activities and socialising with peers. Her mood has significantly improved, and she looks forward to each session.

Helen's son has said:

*"Since attending the Buddy Club, Mum seems like a completely different person, she is in a much better place, she can't speak highly enough of the Club and the team, thank you so much."*



# Information & Signposting

The Information and Signposting service offers straightforward guidance to help individuals find solutions across a wide range of issues. Many of the enquiries we receive relate to everyday challenges that can feel overwhelming or cause concern.

Often, people struggle to access the support they need because they are not digitally connected, so they turn to us for assistance with routine tasks—whether it's obtaining a telephone number or being directed to a local partner organisation or local company. A recent survey, estimates that 80% of our customers are satisfied with the Information & Signposting Service.



## Client Quote

**“I really appreciate this, it gives us somewhere to start.**

**My brother’s father-in-law is from a generation where asking for help was seen as a weakness, the whole situation needs tackling in very small bites otherwise he gets overwhelmed and shuts down.**

**Thank you and the rest of your team for all the support you have given in 2025. You make a difference and I am sure it’s not an easy task.”**

# Activities and partnerships

## Music Cafe

*Music engagement with Music in Mind*

The music cafe is for people living with dementia and their carers in conjunction with Manchester Camerata's Music in Mind Programme. The programme works with people across Greater Manchester using music-based therapy principles to help improve the health and wellbeing of participants.

The music café takes place on Friday Mornings and Andy Burnham, Mayor of Greater Manchester, visited in April 2025. (Pictured with Helen Morrissey Deputy Chief of Age UK Salford and Trafford and Mary Ann Byrne, Senior Manager for Dementia and Community services.



The group meet each Thursday afternoon at Albert Park with the session facilitated by Foundation 92.

They were recently joined by Salford FC's Daniel Udoh (pictured below). They chatted, laughed over pool and some chair-based games. It was great to see them get involved.

The group regularly enjoy themed activities including mini olympic-style events.

## Walking Sports & Activities



\*The names in the case studies have been changed to maintain the privacy of the service users and clients of Age UK Salford and Trafford.

## Get in touch



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