

Annual Report Highlights 2025-2026

Salford & Trafford ageUK

Let's change how we age

Chair and Chief Executive Messages



Maureen Jolley
Chair of the Board of Trustees

This year has been a landmark one for Age UK Salford and Trafford, as we completed our first full year as a merged charity. The Board has overseen a period of significant organisational change, bringing together two respected local charities to create a stronger and more sustainable organisation for older people across both boroughs.

We are proud of the progress made and the positive impact achieved, with more than 8,400 people benefiting from our services during the year.

As Trustees, our role is to ensure the charity remains focused on its purpose while planning responsibly for the future. During the year we approved a new strategy for 2026-2030 and strengthened the foundations needed to support future growth and impact. On behalf of the Board, I would like to thank our staff, volunteers, partners, funders and supporters for their commitment and dedication. Most importantly, I would like to thank the older people, families and carers whose trust, experiences and insights continue to shape our work.



Chief Executive,
Emma Rose

This year has been about turning ambition into action. While bringing together teams, services and systems following merger, we have continued to support older people across Salford and Trafford through advice, dementia support, community activities, wellbeing programmes and practical help. In total, 8,420 people accessed our services during the year, and every one of those interactions represents an opportunity to help someone remain independent, connected and able to live well.

Alongside delivering today's services, we have worked hard to prepare for tomorrow. Through engagement with older people, staff, volunteers, trustees and partners, we developed a clear strategy for 2026-2030 focused on helping people age well with enjoyment, dignity, purpose and connection. I am incredibly proud of the commitment, compassion and professionalism shown by our staff and volunteers throughout a year of change, and excited about the opportunities ahead, as we continue to strengthen our services and increase our impact across our communities.

Impact at a glance

We help older people in Salford and Trafford to live well by providing inclusive, person-centred and community-based support. We take a 'there when needed' approach - to help improve health, independence, financial security and quality of life.

Over the last year, we have made a meaningful difference in our communities, working in line with our values and strategic aims to support people when they need us most.



85 Members of staff



175 Active Volunteers



8,420 supported across our services



2,732 people living with dementia were supported



1,050 accessed information face-to-face, online and by phone



448 people supported to become digitally confident



1,542 people supported through wellbeing services



14,200 attendances at community activities



The Information and Advice service secured over £1.5 million in benefits for older people

Empower people to age well

This story reflects the profound impact that bereavement and isolation can have on wellbeing, while demonstrating how timely intervention and compassionate support can help someone begin to rebuild their life.

Bob, aged 62, was referred to the Hospital Aftercare and Reablement Service by Northwest Ambulance Service. Bob's wife had died suddenly in hospital after a long period of ill health. The couple had been married for many years, and Bob had cared for his wife at home throughout her illness.



Bob found himself living alone for the first time in many years. He was experiencing intense grief, loneliness, social isolation, low mood, a loss of appetite and a lack of motivation to carry out day-to-day activities. He described feeling isolated, struggling to cope with his grief, and finding it difficult to adjust to the sudden change in his daily life and responsibilities. With limited family support and few social connections, Bob felt increasingly uncertain about the future.

Bob was given the opportunity to talk openly about his bereavement in a safe and supportive environment. Emotional support, active listening and reassurance were provided throughout the visit.

Bob engaged positively with the support offered and reported feeling less alone following speaking to the team. He agreed to ongoing welfare checks and accepted a referral to a men's mental health group, demonstrating a willingness to reconnect with others.

His immediate welfare needs were addressed, and he became aware of a range of local support services. Bob also expressed an interest in pursuing paid work in the care sector, highlighting a renewed sense of purpose and optimism for the future.

This story highlights how digital inclusion can directly improve wellbeing for older people. With the right support, tools like the NHS App become empowering and offer reassurance, independence, and a sense of dignity.



Diana is living with multiple long-term health conditions. She experiences significant hearing difficulties, making it challenging to communicate by telephone. With limited family support, she relied heavily on a close friend to contact her GP surgery, book appointments and request prescriptions on her behalf.

Managing her healthcare had become a source of anxiety. Diana worried about missing appointments, running out of medication and having to depend on others. She often described feeling like a burden and found the process of waiting on hold to speak to GP receptionists stressful and frustrating.

Although Diana owned a smartphone, she used it for basic calls and lacked confidence in using digital technology and found the NHS App overwhelming.

Through one-to-one digital support, we helped Diana build the skills and confidence needed to use the NHS App independently. We also ensured the accessibility settings, including increasing text size were adjusted to make the app easier to navigate. Guidance on online safety and protecting personal information was provided.

The impact was immediate and significant. Diana can now check appointments, order prescriptions and manage her healthcare independently. Her anxiety has reduced and she feels more in control of her health. Reflecting on her experience, Diana said:

"I don't feel like a bother anymore. I can do it myself now, and that makes me feel really good."

Deliver excellence in care services and dementia support

We continue to develop a coordinated, compassionate offer of care services and dementia offer that has supported 3,098 people to live well, maintain independence and stay connected to their communities.

Our Memory Loss Advice Service and Dementia Support Service provided personalised guidance, practical help, emotional support and case management, enabling people to navigate diagnosis, access benefits and services, and plan confidently for the future. Community activities, including Dementia Cafés, Buddy Clubs, music sessions and walking sports, helped reduce isolation and create meaningful opportunities for connection and peer support.

Our Passion for Life service delivered high-quality, person-centred dementia care, while Humphrey Booth Day Centre offered vital day care, personal care, respite, specialist bathing facilities and social opportunities. Home Services enabled older people to remain safe and independent in their own homes through trusted cleaning, shopping and companionship support.





"We try to go to the Dementia Hub at Age UK Salford and Trafford every month. It's such a tonic to meet up with others in the same boat. When you offload at the Hub, there is no need to explain how you are feeling. Everyone understands."

This story demonstrates how daycare has been transformational for Marion, who has found friendship, companionship and a renewed sense of purpose at the Humphrey Booth Day Centre.



When Marion was referred to Humphrey Booth Day Centre (HBDC) by her GP, she was experiencing a very low mood and increasing feelings of isolation. Living with reduced mobility and vascular Parkinson's, she was becoming increasingly anxious about spending time alone and was finding it difficult to maintain social connections, particularly during the winter months.

Marion attended the centre three days a week through a Social Services commissioned placement and accessed the specialist bathing service. Although unsure what to expect at first, she quickly felt welcomed and supported by staff and other attendees.

"When I first came here, I was unsure but straight away I felt very at home. All the staff were so kind, nice and friendly. I love coming here. I wouldn't leave my house otherwise."

Following a re-assessment, Marion is now able to attend the daycentre five days a week. Her confidence has grown, the social isolation has reduced significantly, and she continues to benefit from the friendships that HBDC provides.

"Coming to Humphrey Booth is truly a lifesaver, a godsend."

Ensure older people are heard, recognised and have influence

We are committed to ensuring older people have a meaningful voice in the decisions that affect their lives.

Their experiences and priorities inform our own work, but we also take those voices into wider partnerships, networks and conversations where services, communities and the ageing agenda are being shaped. We create opportunities for people to influence directly too.



Three members of the Age Friendly Salford network took part in the Manchester Pensioner Poverty Roundtables, where they shared their experiences directly with the Work and Pensions Select Committee.

Older people spoke openly about the realities of pensioner poverty, including changes to Winter Fuel Payment eligibility, difficulties navigating the benefits system, digital exclusion and the impact of rising energy costs.

Their involvement ensured that the real-life experiences of older people were heard directly by policymakers, helping to inform wider conversations and future decisions affecting older people's financial wellbeing and quality of life.

"It's been a privilege to be part of this conversation and have the opportunity to bring to light the daily struggles older people face."

Strengthen community connections

Creating opportunities for people to connect, participate and contribute remains central to our approach. During the year, we continued to invest in community spaces, social opportunities and volunteering programmes that help reduce isolation and strengthen community resilience.

Throughout the year, our community services supported thousands of older people to stay connected, active and independent.



Volunteers supported services across both Salford and Trafford, contributing thousands of hours of their time, skills and experience. Home Library Service volunteers offered 725 hours of time and missed no deliveries.

Louise, 78, was struggling with isolation after moving into residential accommodation following the loss of her husband. Living with arthritis and deteriorating eyesight, she could no longer enjoy reading, her favourite hobby, and rarely left her flat.

Through the Home Library Service, Louise received regular deliveries of large-print books tailored to her interests, support to access BorrowBox for eBooks and audiobooks, and friendly visits from volunteers that provided valuable companionship.

She was also referred for a benefits check, resulting in an award of Attendance Allowance. As a result, Louise has reconnected with her love of reading, increased her social interactions and improved her wellbeing.

Information and Advice

The Information, Advice 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. The Information and Advice Service secured over £1.5 million in welfare benefits.

Access to specialist advice enabled older people to maximise their income, improve their financial security and reduce anxiety associated with financial hardship. The service also maintained high quality standards and was awarded the Advice Quality Standard, and received excellent feedback from those who used it.



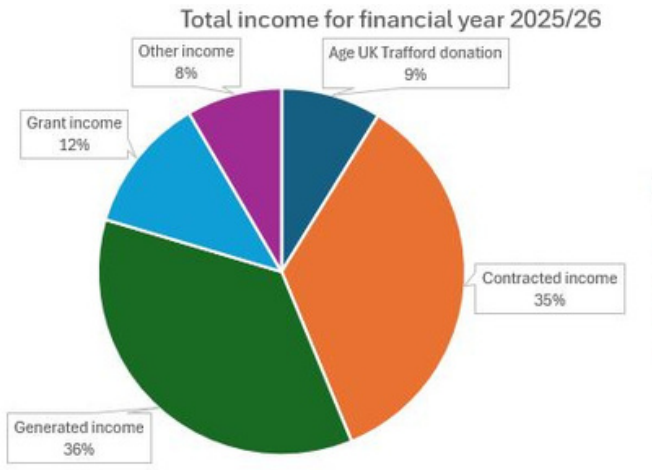
"My brother's father-in-law is from a generation where asking for help was seen as a weakness, the whole situation needs tackling in very small bites, otherwise he gets overwhelmed and shuts down.

Thank you and the rest of your team for all the support you have given. You make a difference, and I am sure it's not an easy task."

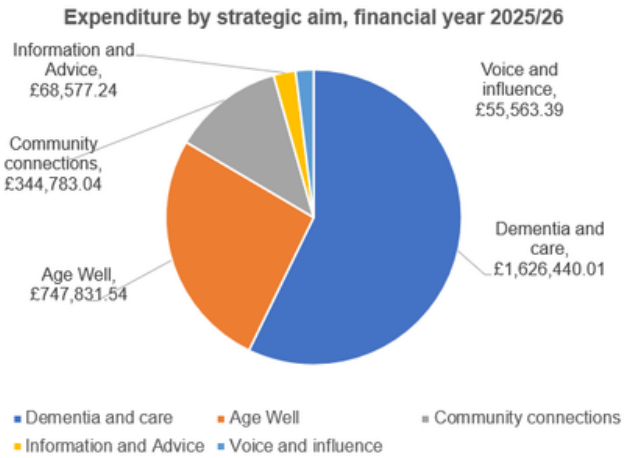
Finances

Income

Income source	Amount
Age UK Trafford donation	£300,000.00
Contracted income	£1,190,414.31
Generated income	£1,219,175.28
Grant income	£408,938.57
Other income	£286,031.52
Grand Total	**£3,404,559.68**



Expenditure



Strategic aim	Total expenditure	Share of total
Dementia and care	£1,626,440.41	56.9%
Age Well	£747,831.54	26.2%
Community Connections	£344,783.04	12.1%
Information and Advice	£68,577.24	2.4%
Voice and Influence	£55,563.39	1.9%
Central	£15,202.63	0.5%
Total	**£2,858,397.85**	**100%**

Age UK Salford and Trafford remains financially resilient, with a strong unrestricted reserves position that supports the continued delivery and development of services for older people across Salford and Trafford.

Salford & Trafford age UK
Let's change how we age

The names in the stories have been anonymised to maintain the privacy of the service users and clients. We have used a selection of stock and service user images in this report.

Get in touch



Head Office: Sharples Building, 1-3 Church Road, Urmston, M41 9EH
Salford Office: 108 Church Street, Eccles, M30 0LH



Salford: 0161 788 7300
Trafford: 0161 746 7000
Age UK National Advice Line: 0800 678 1602



agewell@ageuksalfordandtrafford.org.uk
admin@ageuksalfordandtrafford.org.uk



ageuk.org.uk/salfordandtrafford

Front cover image credit: Salford FC Foundation

Registered Charity no: 1211366