



Impact Report

April - September 2025

Introduction

It's a privilege to introduce this first impact report as Chair of Trustees for Age UK Salford & Trafford. The past six months have shown what's possible when we come together with a shared purpose: to improve the lives of older people in our local communities.



**Chair of the Board
of Trustees,
Maureen Jolley**

We've seen remarkable progress - not just in numbers, but in stories. Stories of people feeling less isolated, more empowered, and more connected to their communities. Our services are making a real difference, and this report highlights the breadth of that impact - from social activities and health promotion to tailored support and advice.

We're incredibly proud of our staff, volunteers, and partners who have embraced this new chapter with energy and commitment. Their work is helping older people live well, feel valued, and stay connected - and that's something worth celebrating. As we look ahead, we remain ambitious, hopeful, and deeply committed to building on this strong foundation. The future is bright, and together, we will continue to make a lasting difference.

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The first six months since our merger have been nothing short of inspiring. As Age UK Salford & Trafford, we've brought together the strengths, passion and expertise of two incredible teams to create something truly special for older people in our communities.

This impact report is a celebration of what we've achieved so far - and the difference we're making every day. From lively social groups and health-promotion activities to one-to-one support and vital community services, our work is reaching further and deeper than ever before.



**Chief Executive,
Emma Rose**

We've seen firsthand how connection, compassion and practical help can transform lives - whether it's someone rediscovering joy through a music class, regaining confidence after a hospital stay, or simply feeling heard and valued.

We're proud of the breadth of our services, the dedication of our staff and volunteers, and the fun we've had along the way. This is just the beginning, and we're excited for what's to come as we continue to grow, listen, and respond to the needs of older people across Salford and Trafford.

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.

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



92 Members of Staff



128 Active Volunteers



80% of our employees either live in Salford or Trafford



2943 Service Users across all services



18 Services available



29 social activities/events each month



497 Individuals experiencing improved health and wellness



8.7K visits to the new website

Client Feedback

"We have benefited greatly, been treated with much understanding, care, interest and respect and were amazed over the variety of services made available to us. The speed with which problems we faced fell into place was truly heartwarming."

Age well and health promotion

Age Well

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

In Salford, 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 safe and well.

In Trafford, we promote healthy living and prevention through a range of services including falls prevention, smoking cessation, health checks, social prescribing, nutrition and hydration, mental health and wellbeing. Work well and changing futures are helping people to manage their health and to make improvements to their lifestyles.



438 Home visits in Salford by Hospital Aftercare & Reablement Team



50% of smoking cessation participants in Trafford have quit smoking after 12-week course



58 Individuals have received health checks in Trafford



15 Trafford residents helped to make positive steps towards work, training or volunteering

Case study - Hospital Aftercare and Reablement, Salford

William is 90 and lives alone and with bowel cancer. As his symptoms worsened, he became isolated, lost his appetite and struggled with everyday tasks. He felt low and overwhelmed.

After a home safety assessment, the team quickly recognised he needed more support. William was referred to the falls prevention team, community dietitians, and Adult Social Care. He was clear—he wanted to stay at home.

Now, William receives regular care from district nurses and his palliative care team. He feels safer, more positive, and confident that help is there when he needs it.

Most importantly, he no longer feels overwhelmed or alone.

The Hospital Aftercare and Reablement team offer personalised support for Salford residents, aged 55+ for up to six weeks after a stay in hospital or for those living in the community that need support with their health and daily living

Case studies

Falls Prevention, Trafford

Aims to reduce the incidences of falls in the older population in Trafford

Victor, 83, was referred from the Community Rehab Team. He was a carer for his wife, and had concerns about his mobility and fears about falling; a fear that had become greater given his sense of responsibility towards his wife.

The programme was around the corner from his home, so Victor was able to walk to the sessions, contributing to part of his movement practice. Strengthening work was his priority, to help with the daily tasks he had to carry out.

Victor showed significant improvements in his post programme assessment, notably his confidence, which he said had given him more belief in his ability to look after his wife.



58% of falls prevention sessions participants reported an improvement in confidence after the course

He now attends a maintenance programme and his progress continues.

Information and Advice, Trafford
Free confidential information and advice is available for those aged 50+

Brian first contacted Age UK Salford and Trafford as he approached State Pension age - he hadn't received an invitation to claim. We helped him to begin the process, but when he got back in touch, it became clear that he was sofa surfing, with few belongings and needed urgent support.

We reordered his pension invitation, helped him apply for Attendance Allowance, and supported him with housing. As part of our holistic approach, we helped Brian set up an email address, access online services, and join social activities like walking football.

Today, Brian feels more stable, connected, and hopeful about the future.

£817K generated benefit income for this period (April - Sept)

Dementia care

Dementia Care Services, Salford and Trafford

In Salford and Trafford, our specialist dementia advisors provide one-to-one practical and emotional support, complemented by carer workshops, communication courses, talking therapies, and tailored group activities.



1.6K families access dementia support or memory loss services in Salford and Trafford



48 carers of family members living with dementia are receiving talking therapies with Empowered Carers



Dedicated support is available for individuals and families throughout their dementia journey

Case Study - Empowered Carers

Karen was caring for her Mum who had recently been unwell and she felt she had to be with mum all the time and had no life balance of her own. She was offered six Empowered Carers Sessions through the Salford Accelerated Recovery Fund.

Karen received 1-2-1 fortnightly sessions, online via Zoom. Her hope was to be able to support mum at home, improve relationships, find some balance in her life and get rid of the guilt that was haunting her.

Karen has had the courage to be open and honest with her mum, and their relationship has blossomed, her guilt is subsiding, and she is implementing self-care and allowing mum more control.

The future of Karen's mum is positive, she is more independent and the relationship with her daughter has improved.

Empowered Carers provide dementia focused therapeutic sessions around coping with the realities of living with dementia

Case studies

Memory Loss Advice Service, Trafford

Support and guidance to individuals, families and carers both before and after a dementia diagnosis

Bernard's referral came through the Memory Clinic and he was eventually diagnosed with Lewy Bodies Dementia. The Memory Loss Advisors were able to support with an Attendance Allowance application and they also helped with other practical solutions, including making their home dementia friendly and reducing the risk of falls.

Bernard's dementia progressed and his mobility and co-ordination declined and his wife was struggling to care for him. Bernard's wife was supported by the Memory Loss Advisor through the best interests meeting and it was decided that Bernard would move to permanent care. Bernard's wife said: "Bernard being in a care home is a big change, but one I know is the best for both of us."



**905 people have
accessed the Memory
Loss Assessment
Service in Trafford**

Dementia Support Service, Salford

A personalised approach for those living with dementia and their family caregivers

Marian was finding caring for her husband living with dementia challenging and she felt overwhelmed and wasn't sure where to turn. She needed some additional support in caring for her husband who was also struggling with his mobility.

We helped her to apply for a carers personal budget and she was also supported by Empowered Carers to support her overall outlook as a carer. A care package with social services was also put in place and be-friending options were explored.

Marian felt that having a dementia worker to speak to has impacted on her overall wellbeing, knowing that she was supported.

Daycare support

Daycare, Hubs and Clubs

Our day services in Salford and Trafford offer fun, creative and social support, with inclusive day care at Humphrey Booth Day Centre and dementia buddy clubs in Salford, alongside specialist dementia day care in Urmston, Hale and Sale in Trafford.



194 Cleaning and Shopping clients. Helping them to stay well in their own homes

Passion for Life

Specialist Dementia Day Care

Alan attended Passion for Life, three days a week.

His wife Judith said: "Without the brilliant care he had during that time, his deterioration would have happened much faster. The staff are without exception wonderful. They not only supported Alan but were a huge support to me and still are."

I thank you from the bottom of my heart."

Passion for Life is specialist dementia day care available five days each week and in three different locations

Case study

Case study - Humphrey Booth Day Centre, Salford

Evelyn lives with Alzheimer's Disease and was becoming increasingly anxious and confused at home. Since joining the dementia day care service, everything has changed. She now recognizes the staff, feels safe, and enjoys the structure of her day. This sense of security has helped reduce her distress and confusion.

The daily routine has even improved her sleep, reducing night-time wandering. Gentle exercise classes have boosted her physical health and balance—and brought out her sense of humour. Evelyn laughs, joins in, and feels part of something.

Importantly, attending day care has delayed the need for residential care, allowing Evelyn to stay in her own home. Her family feel supported too. With time to rest, work, and recharge, their relationships have strengthened. Day care has made a difference not just to Evelyn, but to everyone around her.



**155 people
attend our day
care services**

Client Feedback

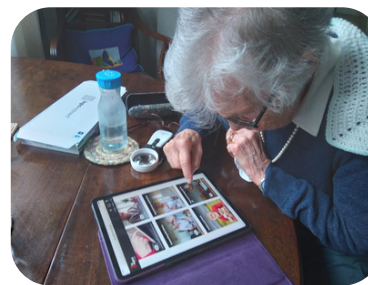
"I am writing to express my heartfelt appreciation and to provide a strong letter of recommendation for Humphrey Booth Day Care Centre that my mother recently attended.

From the very beginning, the staff demonstrated remarkable professionalism, empathy and dedication. My mum was treated with kindness, dignity and respect, which made her feel immediately at home."

At home and in the community

Case Study - Digital Champions, Trafford

Helping people getting online and digitally connected



Louise is 93 years old, mobility issues and limited eyesight and hearing. She was put in touch with us by a friend who had given her a leaflet and she wanted help with her digital skills. As an ex-teacher, she was providing free German Lessons on WhatsApp but needed help sending image, videos and using Facetime. We also helped her with her email and how to send attachments.

This help has made her time more fulfilling and improving her skills at communicating digitally means she feels less isolated and no longer feels detached from family and friends. It also provides a sense of value and importance which has boosted her self-esteem and motivation.

70 people benefit from using the Home Library Service in Trafford where books are delivered directly to their homes when they can't get out

Age UK Big Knit innocent Campaign

The Big Knit is Age UK's partnership with innocent drinks.

Our fabulous knitters created over 3,600 hats, with 30p raised per hat for our services.

We were blown away by the creativity and generosity of our knitters in our first joint campaign.

The Stene Court Knitting Group in Salford (pictured) who knitted over 130 hats.

The innocent smoothies are now on sale and the Big Knit will return in 2027.



Volunteering

Volunteering

Our volunteers support us across our services

“Volunteering at Age UK Salford and Trafford in the Memory Loss Advice Service has been a cornerstone of my professional growth as a young adult.” Angeleah George (pictured right) has been a volunteer for over two years and recently joined the Memory Loss Advice Service team as a member of staff.

Critchley Community Hub in Swinton, is volunteer-led with 34 volunteers and over 300 people visit each week. (Critchley volunteers pictured).



Since April, we've hosted 10 vibrant events including musical theatre, afternoon teas in Urmston and hearty Sunday lunches in Salford.

At the heart of it all, is our commitment to community spirit, inclusion, and wellbeing—proving that staying active and connected can be joyful, meaningful, and fun for everyone involved.

Socials and events



*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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