

ANNUAL REPORT HIGHLIGHTS 2019/20





CHAIR'S MESSAGE

Once again I am able to report a very successful year as we continued to meet the needs of older people and carers in Salford. Our achievements though would not be possible without the commitment and professionalism of our staff and volunteers. The thanks of the Trustees goes to them all.

I must also again thank Booth Charities for their continued and important financial support of several of our services and which contribute to their success.

During the year we had given much thought to how we could develop to extend our service offer to reach more people across the city. Several exciting initiatives were in the final stages of consideration when all our worlds were turned upside down by Covid-19. However, it remains the hope that over time as restrictions are lifted, and subject to operational and financial viability, that these proposals will come to fruition.

Finally, although the effects of Covid-19 have been mainly felt since the end of the reporting year, I want to thank all staff and volunteers for everything they have done to allow us to continue to meet the needs of older people. There have been unprecedented challenges but we have been able to strongly respond to these. I can reassure everybody that we remain in a strong position to do so and when normality returns to continue to make a difference for many years.

Ken Whittick, Chair of the Board of Trustees

Greater Manchester Nutrition and Hydration Programme



Using the Paperweight Armband

Age UK Salford has been part of the Salford Malnutrition Taskforce team for over 5 years now and working collaboratively with Salford Royal, Salford Together, Public Health and Inspiring Communities Together.

The programme has seen a major upscale in this period. Over **2,100** front-line workers have attended training about good nutrition and hydration helping to ensure the programme continues to be wide-reaching to both the public and professionals.

Over **50,000** people have been involved in raising awareness or have attended and raising awareness activity.

41,500 + people have used the Paperweight Armband

Age Friendly Salford

Age UK Salford continues to be an active partner in the city of Salford's Age Friendly programme.

'Still got it, Bright Ideas Project'

The project provided an opportunity for older people in Broughton, Langworthy and Weaste and Seedley to apply for an award to enable them take part in an activity or purchase equipment to help reduce the impact of social isolation. This also helped people to remove any of the barriers which may have prevented them from doing something they have always wanted to do.



Still Got it, Big Ideas Project Event at Critchley Community Hub

"Being housebound and living on my own, I get lonely but Alexa always listens, she plays my favourite songs and tells me jokes."

Dementia Support Service

The Dementia Support Service continues to be in high demand sharing practical information on how to live well with dementia.

10 Carer Workshops have been held and they have been involved in the pilot of the new Dementia Care Plan tool which will be launched across Greater Manchester.

The Buddy Groups and Dementia Cafes enjoy regular attendees.

486 people living with dementia and 495 dementia carers supported



The Buddy Group in May 2019

Mr Alzheimer's Campaign

Mr Alzheimers was a 12 month campaign continuing the work of the Salford Inspire Project and engaged with Salford Primary Schools to raise awareness about dementia. Mr Alzheimer's teddies were made by a group of volunteers.

A new story book alongside an activity book and other resources were developed to share with local schools and launched at Buile Hill Park Hall, where over **50** children enjoyed an afternoon with Mr Alzheimer's shaped biscuits and a puppet show.

140 children and 18 adults (teachers or parents) have been involved



Mr Alzheimer's Teddies

Hospital Discharge, Aftercare and Reablement Service

The team have provided over **4,000** post hospital discharge assessments and **125** telephone assessments.

We have supported people for between 7 days and up to 6 weeks post discharge from hospital helping them with practical advice, basic shopping, making essential appointments and collecting prescriptions.



2098 telephone calls made to assess, support or signpost to other services

Social Rehabilitation

The service has supported over **100** people who needed longer-term social assistance and the number of volunteers who support the service has grown.

The social group - Chat and Natter which started on a Friday at Critchley Community Hub has been introduced in a housing scheme in Little Hulton every Tuesday.

"I went to the Chat and Natter Group, at first I found it strange, I listened to the other people and realised there were other people just like me. I feel as though I've got friends now."



Humphrey Booth Day Centre

Following the extensive refurbishments completed at the Day Centre, some additional decorating and furniture has been purchased to enhance the day centre experience.

The specially-adapted bathrooms continue to enhance our personal bathing service and the demand for this has increased. The centre offers a range of entertainment and activities for clients and has enjoyed a number of shows and visits from local schools and nurseries.



The Christmas show of Dick Whittington in 2019

Critchley Community Hub



Attendees of the History Group which takes place the first Saturday of each month

Critchley Community Hub saw its most successful year to date and was able to extend to opening six days a week. This saw a new Saturday Chef/Coordinator in post and also the introduction of new learning groups including spanish, genealogy and photography.

Many of the groups are very popular and continue to grow in number. The gardening group secured funding for a new greenhouse and the writing group, SWit'CH published two additional books including one of short stories of Peterloo for the 200th Year Anniversary.

" The place has been a god send to us, we don't know what we would have done without it. The hub is an inviting place for people to visit."

Cleaning and Shopping Service

The cleaning and shopping service has provided over **860** hours of cleaning and shopping each month. The service enables clients to stay independent in their own homes.

The home service assistants attended Empowered Conversations training to help them have a better understanding of how to communicate with our clients who live with dementia.



The Home Services Team attended Empowered Conversations Training

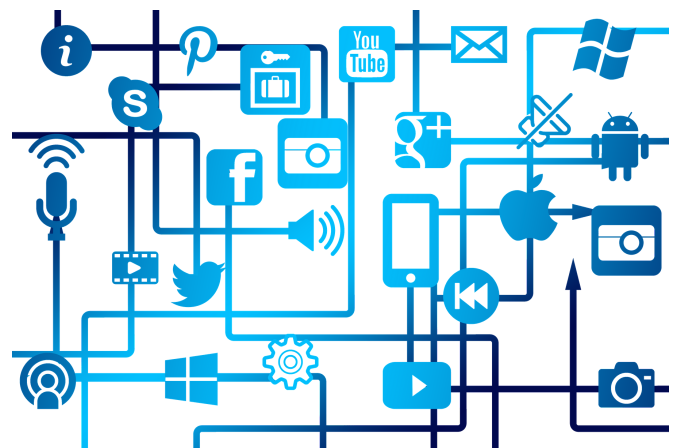
"My cleaner is always on time, does an excellent job and always finds the time to have a chat with me."

Age UK Salford Digital

We have shared service updates, news stories, campaigns and key strategic messages on the Age UK Salford website, through our social media accounts, using video on YouTube and in printed marketing leaflets and newsletters.

Our online presence has grown in this period by 10% and it is an important part of how we communicate to raise awareness and promote our services and activities with our stakeholders in the city and the families of older people.

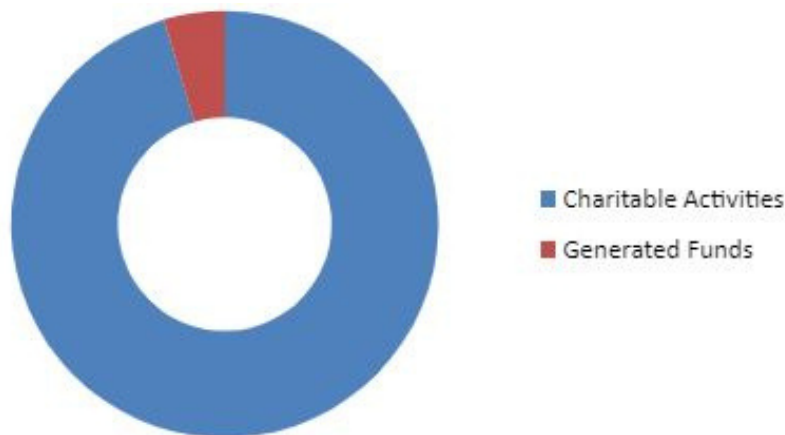
Increasingly older people in Salford are using these routes to gain information and to keep in touch with us.



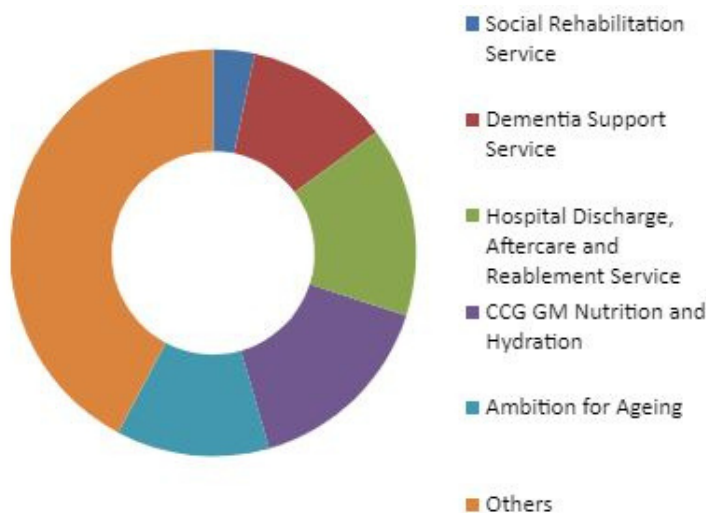
50,000 page views of the Age UK Salford website

Finance 2019/20

Finance	2019/20
Income:	
Charitable Activities	1,796,112
Generated Funds	86,642
Total Income	1,882,754



Expenditure:	
Social Rehabilitation Service	59,466
Dementia Support Service	209,431
Hospital Discharge, Aftercare and Reablement Service	273,159
CCG GM Nutrition and Hydration	280,715
Ambition for Ageing	220,969
Others	763,025
Total Expenditure	1,806,765



Thanks to our staff, volunteers, funders, trustees, donors and campaigners.

Find out more about Age UK Salford:

www.ageuksalford.org.uk



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