

***Local Services
Local People
Local Organisation***

***Annual report of the Trustees and
Financial Statements year ending
31 March 2014***



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MESSAGE FROM THE CHAIR



Anne Wignall, Chair of Trustees

‘A county where older people flourish’: this is the vision that guides our actions at Age UK Shropshire Telford & Wrekin. As promised in last year’s annual report, we have developed our strategy for the next five years, continuing to focus on providing preventative services to help older people remain independent, and ensuring that they are equitable and accessible to people from a wide range of communities and backgrounds, especially to those older people who are hard to reach.

In line with our strategy we are working with an ever wider range of partners and organisations to ensure that older people’s issues are recognised and addressed. We are therefore grateful to the many groups who have worked so co-operatively with us.

Several Trustees have been involved with the local Healthwatch organisations and the Future Fit programme - a matter uppermost in many peoples’ minds as plans for the

reconfiguration of our county hospitals are being debated.

We have continued our drive for efficiency in these straitened times when we have faced increasing demands on our services but cuts in local authority funding. We have sought every opportunity to increase and diversify our income. Of particular interest:

➔ Our Gift of Friendship appeal has gone from strength to strength; we are aiming not only to raise funds but also to recruit volunteers to help in our constant battle against loneliness and isolation for older people.

➔ The North Shropshire Supporters group has raised funds through a variety of creative events including a Valuation Evening and a Ladies’ Night In; and work on building supporters’ groups in Shrewsbury and Telford is on-going.

➔ We have continued to hold our annual summer garden party in



Trustees: (back) Peter Cates, Sue Robson, Anne Wignall, Richard Chanter, David Clegg, Mike Magill (front) Mike Davis, Margaret Lewis, Margaret Beckett, David Bell

Mardol; this will become part of national Age UK's annual Big Chinwag event – something to look out for!

Trustees have continued to update governance policies and procedures, including the preparation of revised Articles, to ensure that the charity is as robust as possible to face the challenges of the modern world.

Pat McLaughlin, a Vice President, was rewarded for her work in the community with the award of an MBE in the New Year's Honours List. We congratulate and thank her for all she has done on the Board of Age UK STW over many years.

We were sad to say goodbye to Jan Cooper after her time as a Trustee, but delighted to welcome Geeta Patel, who brings a wealth of experience to the Board.

Following another busy and successful year I would like to thank our fantastic volunteers without whom we simply could not provide many of our services. I would also

like to thank our Patrons, Trustees, President and Vice Presidents for all that they have done for Age UK STW. Enormous thanks must go to the talented and committed staff who never cease to amaze me, including the strong team of senior managers who co-ordinate everything.

Last, but far from least, I would like to thank Heather Osborne, our Chief Executive, without whose skills, hard work and vision our charity would not be what it is today.

Anne Wignall

MESSAGE FROM THE CHIEF EXECUTIVE

Welcome to our annual report for 2013/14, I hope you will find it an interesting read. I'm sure you will be impressed by the amount of activity that our fantastic staff and volunteers have delivered over the year.

Heather Osborne, Chief Executive

I am pleased to report that, despite reductions in some of our funding, we have continued to diversify our income and find other ways to generate funds to help our older people. In the last year we spent £21.96 for every older person in the county.

Sadly it is not enough! We have continued to grow and respond to the needs of our older people but we want to do so much more.

Given the growing older population of the county, we need to expand our services by at least 5% a year, every year, just to continue to support the proportion of the older population that we do now.

However over the last year referrals to some of our services have been much greater than this percentage with some increases of over 20%.

We are also supporting people with much higher levels of need than we have in the past and this is prompting us to change the way we work in some areas.

Some of our services have long

waiting lists and some have no ongoing funding and we struggle year on year to keep them going. We don't want older people, many of whom are lonely, isolated and in need of social contact, to have to wait on a list for months before we can help them. We want older people to feel they can come to us, as the lead charity for older people in the county, and get the help and support they need.

This is why we have launched the Gift of Friendship Appeal to try and raise funds, and increase our volunteers to help support these services. We urgently need people to join our appeal and help us to raise the funds we need to keep these much needed services going. If you know anyone who you feel would be interested in helping us please encourage them to contact us.

I am incredibly grateful to all the people who are already supporting us both for our appeal and in other areas, including those who work with us to campaign on behalf of



Senior Management Team: (back) Greg Palmer, Heather Osborne, Robert Smith (front) Hilary Knight, Gina Spencer, Jane Meredith

older people. There are so many people who have raised funds for us in very creative ways and a huge thank you goes to them all. But, if we are to continue to meet the needs of older people we must increase our fund-raising even more.

As well as looking at funding we are working as effectively as possible including working with other partner organisations. We work closely with a wide range of groups to help us deliver services to older people including housing, health social care colleagues and a wide range of voluntary sector partners. We have also in this year moved to weekend working to allow our volunteer befrienders to volunteer at weekends.

Going forward into next year we face a number of challenges, our information, advice and advocacy services in Shropshire will be going out to tender and we will be working with our other I&A partners to ensure we win this bid, but this will almost certainly be with a

further reduction in funding.

We know the financial pressures that local authorities are facing and this is an uncertain time for all in the voluntary sector who are funded by councils. At present we do not have secure council funding for many services beyond March 2015 and are working hard to lobby councils to continue to fund our activities, which are so important to older people in the county.

However, going forward I know that the staff, trustees, volunteers and all of you who support us in the community, will do everything that you can to help us to keep meeting the needs of older people. Thank you all for all your hard work in the last year and for your support in the coming years.

100,000

VOLUNTEER HOURS



**SUPPORTING
OLDER PEOPLE**



**750 PEOPLE MEET
EVERY MONTH
AT OUR**

**PUB LUNCH
CLUBS**



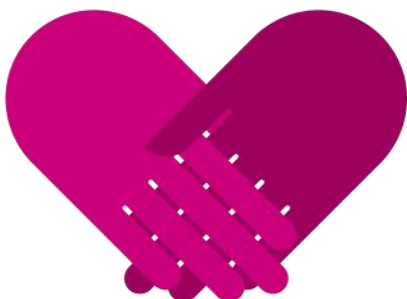
OUR 40 DAY CENTRES SUPPORT



650 PEOPLE A WEEK

1,000

OLDER PEOPLE



**WERE SUPPORTED BY
HELP AT HOME**

WE SPENT

£21.96



**PER OLDER PERSON
IN SHROPSHIRE**

6,600

ATTENDANCES
AT OUR
LIVING WELL ACTIVITIES



KEEPING OLDER PEOPLE
MENTALLY & PHYSICALLY

ACTIVE

OUR INFORMATION &
ADVICE SERVICE
REACHED



4,300

OLDER PEOPLE

OVER 300 OLDER
PEOPLE



RECEIVE A VISIT
FROM A
BEFRIENDER
EVERY WEEK

1,350 ATTENDANCES



AT OUR DIAMOND DROP IN
CENTRES

WE HELPED
OVER 760 OLDER
PEOPLE CLAIM



£1.8 MILLION
IN EXTRA BENEFITS

OUR OBJECTIVES AND AIMS

Age UK Shropshire Telford & Wrekin has a vision of a world where older people flourish. As a local charity, with local services to benefit local older people, our Mission is:

‘To work with and for older people to improve the quality of later life’.

Our Mission Statement is underpinned by a vision of the sort of organisation that we want to be, which guides our work.

We will aim to:

- ➔ Be recognised as the leader in responding to issues that concern older people in Shropshire and Telford & Wrekin.
- ➔ Provide services which enable older people to have the choice, opportunity and control to live in dignity and comfort and to take control of their lives.
- ➔ Challenge ageism in whatever form it appears.
- ➔ Be flexible and innovative in our approach to changing needs and demands.



- ➔ Be ready to take up appropriate new opportunities and partnerships.
- ➔ Support our volunteers and staff in order to maintain an appropriately skilled workforce who value their work and enjoy what they do.

We also have a set of priorities that we use to plan what we want to achieve every year.



Meeting the needs of older people, providing cutting edge services and quality support and advice

This year we have continued to develop our services to meet the needs of local older people. We were invited to lead a pilot scheme to work as part of the team in nine Telford & Wrekin GP practices, to support older people to stay healthy in their communities and prevent avoidable hospital admissions. We have also opened a new Diamond Drop In Centre to support people with dementia and their carers in Oswestry.

We have continued to scrutinise the costs of all our services and overheads and to develop our unit costing model.

We have successfully continued our accreditation to ISO 9001 this year and we are working to achieve the AQS Quality Mark for our information, advice and advocacy services later in 2014.

We have made progress with the actions that are part of our Income Generation Strategy and assessed a range of ideas so that we can continue to raise the money we need to deliver and expand the range of services we offer to older people.



We raised money to provide Surviving Winter grants

Support equity of access for all older people to the services they need

We listen to, engage with and actively involve older people in service development and delivery, especially 'hard to reach' groups. This year we have continued to provide support to the Shropshire Older People's Assembly. We have also supported the development of a Safe Ageing No Discrimination (SAND) group in Shropshire which raises community awareness and addresses the fears and discrimination that may be experienced by older lesbian, gay, bisexual, and transgender people and carers.

Campaign for and represent the needs of older people

We advocate for older people who cannot speak up for themselves, and campaign locally and join in national campaigns on behalf of older people in the county. We also proactively support other older people's organisations in the area.

We have worked with partners to develop a new information, advice and advocacy specification in Shropshire, to improve advocacy services for older people in the area.

Locally we have been proactive in developing our connections with the new Healthwatch organisations in Shropshire and Telford & Wrekin.

We have been active in discussions with both local councils regarding likely cuts in public services and the potential effects on older people's services, and will continue to do so.



Over 6,600 attendances at our Living Well activities

To be a high profile, independent, equitable and effective organisation

One of our key objectives is to reduce our reliance on funding by statutory organisations, aiming to become more sustainable and self-sufficient in funding. This year we have again increased the percentage of our funding which comes from other non-statutory sources.



A performer at our Afternoon of Entertainment 2013

All of our services rely on volunteer support and it is important that we continue to attract volunteers, trustees and staff to work in our organisation from all ages and backgrounds. This year there has been a small decrease in the numbers of new volunteers recruited in Shropshire and a small rise in those recruited in Telford & Wrekin. Importantly we have achieved a significant (44%) increase in those volunteering to be a befriender, which has been the focus of our new appeal.

Our Gift of Friendship appeal has been launched and we have made progress in attracting new volunteers as befrienders and funds to support our services that alleviate loneliness amongst older people.

Marketing the work done by the charity is a key objective for us. We have improved the profile of the charity with local press and radio, continued to improve the look and content of our website and increased our use of social media to promote the work of the charity.

Achieving the best value for money through our contracts is a key objective, and this year we have agreed a new HR support contract, which offers an enhanced service at a very effective price. We have also reviewed and updated all our recruitment and induction procedures and many of our HR policies and procedures.

We have successfully rolled out our management information system to more of our services, which has resulted in more effective services for our clients. We have also reviewed the structure, role and function of the way we manage our services.



We distributed over 7,000 copies of our updated A-Z of Services

As part of our new strategy our objectives for 2014/15 are:

➔ **We will provide flexible, innovative, high quality services which enable and empower older people.** This year we aim to deliver a successful tender for Information & Advice services in Shropshire in partnership with other organisations, and develop a business case for new service delivery areas, responding to the needs of local people.

➔ **We aim to be a diverse organisation, meeting the needs of older people from a wide range of communities and backgrounds.** This year we want to revive our work on equalities and review and drive forward an effective action plan to support our work.

➔ **We will continue to develop the skills and strengths of our volunteers and staff to enable us to support as many older people as possible.** This year we want to improve the way we induct and train our volunteers, and develop our training plan for our staff.

➔ **We will work with a wide range of partners and organisations to ensure that older people's issues are recognised and addressed.** This year we intend to profile all our services against needs and develop a business case for new service delivery areas, responding to the needs of local older people.

➔ **We will be recognised as the lead organisation for older people in our communities.** This year we intend to be involved in key

projects that are being developed by local Councils and health services to ensure that the needs of older people are being met.

➔ **We will be an efficient organisation, seeking every opportunity to increase and diversify our income streams, ensuring that our structures are robust.** This year we intend to carry out a rigorous budget review process to address current budget deficits, and develop income generation projects that will replace and enhance statutory funding, continuing to diversify our income streams.

But most of all we will strive to do the very best we can to improve the lives of older people in Shropshire and Telford & Wrekin.



Information and advice

Age UK Shropshire Telford & Wrekin believes that people in later life should have access to the information and advice they need to enable them to make choices about their lives, and should have enough income to enjoy their later years and participate fully in society.



'I think you are doing a wonderful job... you gave me all the answers I needed and more. Thank you so very much.'

Advocacy client, Shropshire

Advocacy

Our Advocacy service provides independent, trustworthy advice and support for older people facing a range of problems, such as difficulties with utility bills, faulty goods, scams, funding for care homes or help in the home. Staff are supported by 15 volunteers who can offer support by telephone or in older people's own homes.

Benefits

Our Benefits service offers advice, provides benefit checks and assists in the completion of benefit claim forms. We can also support people at appeals, and represent them at tribunals. As well as fully trained staff, 10 volunteers support the service, helping older people to fill in benefits application forms in their own homes.

Information and Advice

This is our busiest service: we offer free information and advice to older people with all manner of queries and problems, many of these are related to money matters. Our offices in Shrewsbury, Telford and Whitchurch are open every day, and are supported by trained staff and 12 volunteers who support reception in our Shrewsbury office.

Contact Scheme in Telford & Wrekin

The aim of the Contact Scheme is to reach older people who may feel isolated or lonely and to ensure that they are given the help and support they need. Our focus is on people with dementia and their carers, and older people from black and minority ethnic communities.

Parish Links

50 volunteer Parish Links, largely in the more rural areas of Shropshire, act as links between Age UK STW and their community, offering signposting to Age UK STW advice and services, and to other services that support older people.



**Our Advocates supported
1081 older people**

This year we have:

- ➔ Handled Information and Advice enquiries from over 4,300 people, through the trained staff and volunteers in our Shrewsbury, Telford and Whitchurch offices.
- ➔ Responded to over 20,000 visits and telephone calls at our office in Mardol Gardens in Shrewsbury: over 5,300 visits and 14,600 telephone calls. This is an increase of 25% over the previous year.
- ➔ Helped 14 older people pay their heating bills or repair their heating systems through 'Surviving Winter' grants totalling £1,675.

**W E H E L P E D
O V E R 7 6 0 O L D E R
P E O P L E C L A I M**



**£1.8 MILLION
IN EXTRA BENEFITS**

➔ Carried out over 200 home visits via our Contact Officers mainly to support older people from black and ethnic minority communities and people with dementia and their carers.

Case study: Benefits

Ms C was living alone and caring for her disabled son. Her Attendance Allowance was due for renewal and Ms C duly completed and submitted the forms.

To her dismay Ms C's Attendance Allowance was dropped from the higher rate to the lower rate and after she had started the reconsideration process, it was declined altogether.

Ms C came to Age UK STW to find out if she could challenge the decision. We prepared a submission and accompanied her to a tribunal where we were successful in getting the decision overturned.

Ms C's Attendance Allowance and Pension Credit premiums were reinstated and backdated for nine months. In total she was awarded around £8,000 in lost benefits and was delighted with the outcome and the assistance we had provided.

'I couldn't have done it without you, you gave me the confidence to challenge this decision and it will make a huge difference.'

→ Continued to develop new Advocacy, Information and Advice partnerships in Shropshire and Telford & Wrekin.

→ Helped older people in our rural areas to get through the winter by making information and support accessible to them via our 50 Parish Links.

What people think about our services:

We ask all our customers to give us feedback on the service they have received from Age UK STW. For our Advocacy, Benefits and Information and Advice services 99% of our clients were satisfied with the service they received.

‘Just class help in every way from Age UK (STW). Much appreciated.’
Benefits client, Shropshire

‘You will never know how much your help was appreciated. I was desperately cold and miserable and deeply distressed at having borrowed money to pay for storage heaters. With your help I was clear of that debt and able to buy more coal for when my wood burner was fixed. When your cheque arrived I was in tears I will always be grateful - thank you.’
Advocacy client, Shropshire

‘I was very impressed with the dignity & respect received from the Benefits Advisor.’
Benefits client, Shropshire

Case study: Advocacy

Mr G asked us for support as he felt his housing association was ignoring him.

Mr G, aged 69, rode a motorcycle, which greatly improved his independence, but he had to park the bike at the back of his property, which involved riding it down a public footpath.

Following neighbourhood complaints, the housing association stopped him from parking his bike there, effectively taking his independence away from him.

Our advocate met with Mr G and his Housing Support Officer and suggested an alternative space which had easier access and provided a gated, secure area to store the bike.

Both parties accepted this solution and Mr G was greatly appreciative of the assistance Age UK STW had provided in restoring his independence.

‘Very impressed by courteous polite, helpful and almost immediate response. I was alarmed and depressed by situation. You brought me sunshine.’
Advocacy client, Shropshire

Promoting independence

Age UK Shropshire Telford & Wrekin's vision is for all older people to be able to access the help they need to stay well and independent and to live in suitable housing, in age-friendly neighbourhoods, for as long as they want.



‘Thank you I couldn’t live at home without it, the home support workers bring a fresh light in with them.’

Help at Home client, Shropshire

Help at Home

This service offers older people practical support in their home: this could be cleaning, gardening, shopping, laundry, ironing, collecting prescriptions, dog-walking, or support with hobbies. There is a charge for this service.

Blue Badge Scheme

We help older people to apply for a Blue Badge to enable them to have access to the services and amenities that they require. An Advocacy volunteer supports older people to fill in Blue Badge application forms, often in their own homes.

Day Centres

Our day centres are open weekly and provide transport, a hot meal, social contact, activities, support and companionship, all at a low cost. There are 40 centres around Shropshire and Telford & Wrekin.

Diamond Drop In Centres

Our centres provide a fortnightly get-together for people with dementia and memory difficulties, their families, carers and friends. They provide emotional support, social contact and information in a safe and welcoming environment.

North and South Shropshire inter-disciplinary teams

Age UK STW staff are valued members of the inter-disciplinary teams in north-east, north-west and south Shropshire. Supported by volunteers, they provide short term assistance to prevent hospital admission, and support older people to be independent when they come out of hospital, or following an illness.

Care Navigators / Community & Care Co-ordinators

Age UK STW Care Navigators currently work as part of the GP team and are based in nine Telford GP surgeries. They support people to remain independent in their communities and prevent avoidable hospital admissions. Age UK Shropshire Telford & Wrekin is also taking part in a Shropshire pilot project carrying out a similar role in five GP surgeries in Shropshire.

Products and services

We offer travel, home and car insurance which are specially developed for older people, as well as tailor-made gas and electricity packages and funeral plans. The commission from our sales goes to support our charitable work with older people, particularly our Information and Advice service.

Home, Car and Travel Insurance are provided by Ageas Insurance Limited.

Motor Breakdown is provided by Aria Insurance Services Limited.

Gas & Electricity is provided by E.ON Energy Solutions Limited.



Provision by our Help at Home service increased by 8%

This year we have:

- ➔ Provided almost 72,000 hours of paid services to older people through our Help at Home service.
- ➔ Assisted 212 older people to apply for a Blue Badge from Shropshire Council.

OUR DAY CENTRES SUPPORT



650 PEOPLE A WEEK

- ➔ Redesigned our Home from Hospital service in south Shropshire, leading to a 26% increase in referrals to the service.
- ➔ Increased our trading income performance by 10%, making our trading service one of the best performing in the country.

Case study: Day Centre

Mr F was referred for a day centre placement by his wife. She is his main carer and her health had deteriorated in recent months.

Mrs F wanted some time for herself, but couldn't leave her husband alone for any length of time, due to his mobility problems, short term memory loss and low mood.

Mr F now attends the day centre regularly and has made a number of good friends there. He particularly enjoys a game of dominoes and has plenty to talk about when he gets home.

Mrs F is also feeling much better, as she uses the time to catch up with her friends and go shopping.

- ➔ Opened new Diamond Drop In Centres in Shrewsbury and Oswestry and during the summer we ran a pilot Drop In in Telford in the evenings, to attract carers who work during the day.

- ➔ Increased the number of attendances at our Diamond Drop In Centres from 800 to 1,350.

- ➔ Achieved a 98% satisfaction rating among users of our Help at Home service.

- ➔ Teamed up with Fujitsu in Telford to offer basic computer skills talks to day centre members.

- ➔ Improved the quality of life for 94% of day centre members.

→ Placed 226 new members in our day centres.

→ Begun an extensive review of our day centres to ensure that they will meet the needs of older people in the future.

→ Enabled 96% of our Help at Home clients to feel more independent.

1,350 ATTENDANCES



AT OUR DIAMOND DROP IN CENTRES

What people think about our services:

We ask all our customers to give us feedback on the service they have received from Age UK STW. For our Diamond Drop In service 100% of our clients were satisfied with their Drop In and agreed that it helped them to cope with dementia.

‘Our programme of activities are well assorted, lively, friendly and above all happy.’

Diamond Drop In Centre client, Shropshire

‘Thank you for supporting me over receiving a Blue Badge which I know will be a great aid to me.’

Advocacy client, Shropshire

‘This service was a lifeline to my mother who has sadly passed away. My dad now continues with Help at Home and is delighted with the care and companionship he is given.’

Help at Home client, Shropshire

Case study: Care Navigator

Mrs J suffers from a rare severe form of arthritis but did not consider herself to be ‘old’.

During her meeting with an Age UK STW Care Navigator, she became distressed and disclosed issues around her grief for the loss of her husband and for her personal safety in her own neighbourhood.

The Care Navigator was able to discuss these issues with Mrs J and to provide her with information and advice about suitable groups, helplines, available services and possible courses of action that she could take.

Mrs J was very thankful for our support and found that talking to our Care Navigator really helped her find some direction.

‘I have always been made to feel welcome by people I have never met before.’

Day Centre client, Shropshire

‘I look forward to my helper coming to my home once a week. She is very helpful and friendly and I feel she is a friend to me. She is always jolly which cheers you up.’

Help at Home client, Shropshire

Promoting active ageing

Age UK Shropshire Telford & Wrekin's vision is for all older people to have the opportunity and support to live healthy and happy lives through equal access to appropriate prevention services.



'I'm basking in the camaraderie of the group I'm with. I find myself walking tall when out in the town. It's a long time since I had this glow.'

Living Well client, Shropshire

Befriending and Telephone Buddies

We recruit and support volunteers to visit isolated older people in their homes on a regular basis. Volunteers can offer a listening ear, share in activities and hobbies, and give information about other services that are available.

Telephone Buddies offer support and social interaction by providing a regular, friendly telephone call to an older person who appreciates a friendly chat.

Counselling

We offer free sessions with a number of trained volunteers for older people seeking help with depression, bereavement and major life changes.

Dementia Befriending Scheme

In the Telford & Wrekin area we recruit and support volunteers to provide support and contact for older people who have a diagnosis of dementia or for their carer, through a volunteer visitor.

Intergenerational Project

This operates in Telford & Wrekin and supports links between the older and younger generations, breaking down stereotypes. This year the focus has been on increasing the understanding of dementia. The service works with older people in the local communities and school children and young people. Volunteer School Mentors support children who may be experiencing difficulties at school; this could be emotional difficulties with low self-esteem, or underachievement academically.

Living Well

Our Living Well services aim to improve both the physical and mental well-being of older people by providing a range of activities and projects to help them to stay fit and maintain good health, stay mentally stimulated, have fun and make friends. Activities include walking football, dance and exercise classes, computer classes, guided walks and reading, writing and craft groups. We also organise one-off events, like our Afternoon of Entertainment, every year.

Llandudno Holiday

The holiday is for older people who are unable to go away independently. Around 100 older people are supported by a team of volunteers for one week every July in Llandudno. Transport is provided and there are trips out every day.

Pub Lunch Clubs

Pub Lunch Clubs meet monthly and provide a social occasion and a meal in a local pub. They are especially valued in rural areas giving older people the opportunity to get out and meet people in areas where there are often few services for older people.



This year we have:

- ➔ Visited 307 socially isolated older people every week as part of our Befriending scheme.
- ➔ Telephoned 85 socially isolated people every week as part of our Telephone Buddy scheme.
- ➔ Raised awareness of the need for more volunteer befrienders to reduce the number of older people on our waiting lists, through our Gift of Friendship Appeal.
- ➔ Involved over 1000 students and 530 older people in our intergenerational projects.



**750 PEOPLE MEET
EVERY MONTH
AT OUR
PUB LUNCH
CLUBS**



➔ Developed new activities for men, including an all ability fitness group and walking football sessions, which have taken off in a big way.

➔ Staged our Afternoon of Entertainment in May 2013 at 'The Place' in Telford. Older people from across Shropshire came to Oakengates for an afternoon of comedy, singing and dancing acts.

➔ Supported Walkabout Wrekin after its funding was withdrawn, by providing training for new walk leaders and supporting volunteers so that the 3,100 members can continue to enjoy the walks.

Case study: Living Well

Mrs K is 86 and lives alone. She has family nearby but doesn't want to be too dependent on them. She felt lonely and depressed as she could not be as active as she once was.

Mrs K first joined one of our exercise classes to keep fit and mobile and it was through this that she learned of other activities that were available.

She is now a regular member of our singing group and has attended our weekend social events. She has also been on theatre visits and day trips with her new friends.

Her confidence restored, Mrs K said, 'I have something to look forward to during the week. I no longer feel so lonely and enjoy the laughs we have together.'

→ Started a new Walking for Health group in Shrewsbury in partnership with the Ramblers Association and Macmillan Cancer Support.

→ Supported 47 Pub Lunch Clubs in Shropshire and Telford & Wrekin.

→ Introduced a new dementia awareness course and booklet which has been used and well received in seven schools in Telford & Wrekin.



Over 450 people attended our Afternoon of Entertainment

What people think about our services:

We ask all our customers to give us feedback on the service they have received from Age UK STW. For our Living Well services 100% of our clients were satisfied with the service they received.

‘Having retired to come and live here I found myself void of friends, feeling lonely, depressed and with no direction. Living Well has brought me new interests, activities and friendly helpful people who I can relate to as well as improving my health and wellbeing.’

Living Well client, Shropshire

Case study: Befriending

Mrs D is 84 and lives alone; she was referred to Age UK STW by the Community & Care Co-ordinator at her GP surgery.

Our Voluntary Co-ordinator carried out a home visit to explain about the service and to match her with a suitable volunteer.

Within three weeks a volunteer was found and Mrs D has expressed how grateful and happy she is with the service and all those involved.

‘There is always someone there to help if needed and always with a smile. We felt safe.’

Llandudno Holiday client, Shropshire

‘Very friendly, put me at ease: Did not treat me as a complete fool. Very good instruction. I am now, after this course 150% better than when I started.’

Living Well IT Class client, Shropshire

‘Everything was wonderful. I really had a good time.’

Llandudno Holiday client, Shropshire

‘It was lovely to feel that someone cares for the elderly, don't feel forgotten and so lonely. I think that Telford must be one of the best places to live when one is old and living on their own. Thank you.’

Befriending client, Telford

‘The organisation, friendship, help and attention, hotel and food were all absolutely perfect.’

Llandudno Holiday client, Shropshire

Volunteering

Volunteers are the lifeblood of Age UK Shropshire Telford & Wrekin and without them we would not be able to deliver the support and services we offer to local older people. We have over 800 volunteers who give their time to support older people around the county in a variety of roles.



‘Working with such professional people has been a great experience, and I am left in no doubt about how important I am to the organisation.’

Admin volunteer, Shropshire

Volunteering and Volunteer Recruitment

Our volunteers carry out a wide variety of roles for Age UK STW. For example we have around 300 volunteers in our day centres and Diamond Drop In centres, organising activities and supporting the members every week, as well as the Treasurers and Trustees who are responsible for the individual day centres.

We have 230 befriending volunteers who visit an older person every week in their own homes. We also have over 80 Living Well volunteers, 70 who lead our walks and 10 volunteer IT tutors. There are also around 50 volunteer organisers of our pub clubs across the county.

In the office in Shrewsbury we have around 15 volunteers who support the reception and administration functions, and 32 volunteers support our Benefits and Advocacy staff, by visiting clients in their homes and offering them the support they need to fill in application forms and sort out problems they may be experiencing.

We also have 50 Parish Links in the more rural areas of the county signposting local older people to the services they need, and 10 volunteers who organise the holiday and support around 100 older people at our Llandudno holiday every year. Our team of Trustees, who are responsible for the overall direction of the organisation, are also volunteers, and we also have volunteers who help us to raise money to support our services.

To keep up with demand we need to keep on recruiting new volunteers all the time. 47% of people who express an interest in volunteering with Age UK STW go on and become volunteers. For the majority of our new volunteers, we have to undertake a Disclosure and Barring Service (DBS) check before we can let them volunteer for us, as we have to make sure that our clients are safeguarded. The procedures around DBS have changed during this year, and this has resulted in some delays to the process.

Volunteers' Week, which is an annual celebration of the fantastic contribution millions of volunteers make across the UK run by the National Council for Voluntary Organisations, took place from 1st to 7th June 2013. We attended events held in Bridgnorth, Oswestry and Shrewsbury and celebrated the work of all 850 of our volunteers.

The events help to raise the profile of the huge numbers of volunteers who regularly contribute to society, while inspiring others to get involved too. At the events some of our volunteers received certificates, presented by the local mayor, to recognise the important work that they do to improve the lives of older people.



A new befriender volunteer for our Gift of Friendship Appeal

This year we have:

- ➔ Recruited 182 new volunteers, enabling us to deliver affordable services to older people.
- ➔ Introduced support for volunteers at weekends, so that volunteers who work during the week can become befrienders and allowing us to extend our befriending service to cover weekends as well.

OVER 1,200
VOLUNTEER HOURS SPENT



SUPPORTING OUR
BENEFITS ADVISORS

- ➔ Started using Facebook and Twitter to advertise our volunteer needs, with positive results.

Case study: Volunteering

Mrs H started volunteering for Age UK STW after answering an advert for a minibus driver. She began by collecting older people from their own homes and taking them to the weekly day centre, returning them home at the end of the day.

Although she had no experience driving a minibus, she received full training and went on to drive the bus for 10 years. Unfortunately, after she broke her arm, Mrs H had to give up that role and instead started helping all day in the day centre.

As part of a small team of volunteers she ensures that the isolated older people have an enjoyable day out once a week. They have a drink on arrival and then listen to a visiting speaker or play scrabble or cards. This is followed by a hot cooked lunch and then games before having another drink and leaving for home. There is also time for them to chat to each other, and sometimes the volunteers take them for a day out in the minibus.

Mrs H has now been supporting this day centre for 30 years and is officially our longest serving volunteer. Well done Mrs H!

- ➔ Reached a milestone of 1,000 older people supported with their Blue Badge applications, by a single volunteer.

What people think about volunteering for us:

These are just a few of the comments that our volunteers have given us as feedback.

'I enjoy the company and friendship that volunteering offers, and the fulfilment I feel by helping to make life better for the isolated older people that the day centre serves.'
Day Centre volunteer, Shropshire

'My best decision was to join Age UK STW as a volunteer. I am much busier than a few months ago and I am so, so happy about that.'
Admin and Befriending Visitor volunteer, Telford



'Meeting lots of different people and doing my best to help them is very rewarding. All the staff here are really friendly and helpful, which is great when you're learning a new role.'

Reception volunteer, Shropshire

9,000

VOLUNTEER HOURS SPENT



BEFRIENDING OLDER PEOPLE

Case study: Volunteering

Mrs O gave up her job in 2012 due to ill health. Her confidence and self esteem were at an all time low and she felt she would never be employed again.

Mrs O retrained as an administrator and volunteered for Age UK STW to help her practise her skills. When the opportunity arose for a role as a volunteer receptionist in the same office, Mrs O took that on as well.

Her confidence grew and grew and backed by the experience she was gaining in the two roles, she began applying for jobs again.

Mrs O has now found paid employment, but still finds the time to volunteer for Age UK STW.

CORPORATE GOVERNANCE

How we are run

Age UK Shropshire Telford & Wrekin is the trading name of Age Concern Shropshire Telford & Wrekin, which is a charity constituted as a company limited by guarantee (registered charity number is 1090445, registered company number is 4292896).

Age UK Shropshire Telford & Wrekin is a brand partner of Age UK, which was formed by the merger of Age Concern England and Help the Aged in 2009. The national charity supports Age UK STW through its marketing and campaigning activities, and offers advice and support, including information and advice resources that we are able to use.

Age UK Shropshire Telford & Wrekin is run by a Board which consists of twelve elected Trustees. Trustees are elected by the members at the Annual General Meeting for a period of four years and retire in rotation as specified by the Memorandum & Articles of Association. Officers of the Board consist of a President, Chair, Vice Chair and Treasurer. Co-optees are voted on by the Trustees' Board throughout the year. In addition to the above we have the honorary position of Life Vice President awarded in a non-voting capacity to past Trustees.

The Board meets four times each year. There are three formal sub committees: Resources, Review & Development and Services. Each committee is chaired by a trustee who reports directly to the full Board of Trustees at quarterly meetings.

Members consist of 77 individuals or organisations all with a special interest in the quality of life of older people. There is no membership fee. Members guarantee to contribute an amount not exceeding £1 to the assets of the Company in the event of winding up.

Trustees serve Age UK Shropshire Telford & Wrekin as volunteers and receive no payment for their work. They come from a variety of backgrounds and bring varied skills and experience to the Board. This includes understanding the needs of older people, plus essential business and management expertise. The Trustees have ultimate responsibility for directing the affairs of the Charity and ensuring that it is solvent, well run, delivering public benefit and meeting the charitable outcomes for which it has been established. Day to day operational decisions are taken by the Chief Executive and the staff of the organisation, within the delegated authority conferred by the Board.

In setting plans and priorities for areas of work, the Trustees of Age UK Shropshire Telford & Wrekin have had due regard to the guidance from the Charity Commission on the provision of public benefit. Charities are required to examine their objects and activities to ensure that they meet the Public Benefit requirement and that their activities demonstrate and can measure how they have done this. The Trustees are satisfied that within the constraints of our Memorandum and Articles of Association and limits of our finances we have fulfilled this obligation.

Our key object as set out in our Memorandum of Association is:

‘To promote the relief of elderly people in any manner which now or hereafter may be deemed by law to be charitable in and around the county of Shropshire and the unitary authority of Telford & Wrekin’

Our key activities in order to meet this object as set out in our Memorandum of Association are:

- a) to encourage, promote and organise direct services appropriate to the needs of individual elderly people or groups of elderly people and if thought fit to make reasonable charges for any services provided hereunder.
- b) to promote and organise co-operation in the achievement of the above object and to that end to support, join in with and co-operate with other charities, voluntary bodies, statutory authorities and other organisations operating in furtherance of the objects or of similar charitable purposes and to exchange information and advice with them.
- c) to establish, support, undertake or execute any charitable trusts, organisations or institutions formed for all or any of the objects.
- d) to promote and carry out, or assist in promoting and carrying out, surveys, investigations and research.
- e) to provide food drink and refreshment as appropriate but only for persons participating in

the activities of the Charity.

f) to arrange and provide for, or join in arranging and providing for, the holding of exhibitions, meetings, lectures, classes and training courses.

Trustees are recruited and appointed to the Board by the members for their background, expertise and commitment. An induction process is in place for all new Trustees and further induction and training on the wider aspects of the organisation is offered on a regular basis to staff and Trustees. In addition, Trustees are invited to become members of the Community Council of Shropshire Charity Trustee Network which offers regular training on new legislation and its possible impact.

Risk assessment

It is the policy of Age UK Shropshire Telford & Wrekin that Trustees regularly review all risks faced by the Charity. This is an on-going process which commences with the Review & Development Sub Committee. The risks are graded by impact and likelihood; policies and systems have been established to mitigate or lessen any identified major risk. These are reviewed by the Trustee Board on a regular basis.

Trustees and Principal Officers 2013/2014

Age UK Shropshire Telford & Wrekin is the trading name of Age Concern Shropshire Telford & Wrekin, which is a charity constituted as a company limited by guarantee (registered charity number is 1090445, registered company number is 4292896).

President	David Clegg
Chair	Anne Wignall
Vice Chair	vacant
Treasurer	Mike Magill
Committee	Margaret Beckett Richard Chanter Mike Davis Sal Hampson Margaret Lewis Sue Robson David Bell Peter Cates
Co-opted	Geeta Patel
Vice Presidents	Christine Greenhalgh John Greenhalgh Pat McLaughlin

On 1 October 2013 one Trustee, Jan Cooper, left the organisation.

Principal Officers

Chief Executive	Heather Osborne
Head of Finance	Gina Spencer
Deputy Chief Executive	Hilary Knight

Patron	Sir Algernon Heber-Percy KCVO, H.M. Lord-Lieutenant of Shropshire
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Patron for our Diamond Appeal

Lady Forrester

Professional Advisors

Bankers	Barclays Bank plc, Castle Street, Shrewsbury
Auditors	Dyke Yaxley Limited, Old Potts Way, Shrewsbury
Solicitors	Wace Morgan, Belmont, Shrewsbury

Our Offices

Shrewsbury Office

3 Mardol Gardens
Shrewsbury
Shropshire
SY1 1PR
Tel: 01743 233 123

Telford & Wrekin Office

Meeting Point House
Southwater Square
Telford
TF3 4HS
Tel: 01952 201 803

North Shropshire Office

Heritage Centre
12 St Mary's Street
Whitchurch
Shropshire
SY13 1QY
Tel: 01948 665 317

Home from Hospital, South Shropshire

Room 50
Helena Lane House
20 Hamlet Road
Ludlow
Shropshire
SY8 2NP
Tel: 01584 878 046

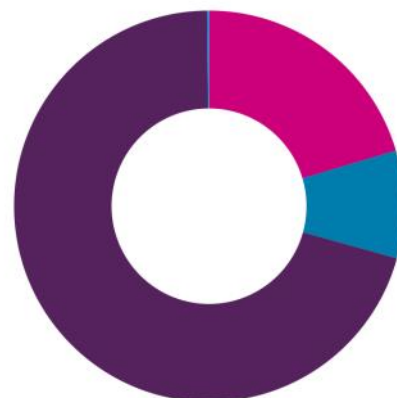
Website: www.ageukshropshireandtelford.org.uk

Contact any of our offices to find out more about our services.

FINANCIAL SUMMARY

Total Incoming Resources £2,087,317 including Gain from Investments

- Voluntary Income £426,048 (20%)
- Activities for Generating Funds £185,587 (9%)
- Income from Charitable Activities £1,472,716 (71%)
- Unrealised Gain on Investments £2,966 (0%)



The increasing demand and need for our services has continued to stretch our resources this year, however, in spite of consistent funding pressures and negotiations with funders and stakeholders, we have managed to turn a forecast deficit into a year end surplus of £68,984. Total incoming resources rose by 14.7% to £2,084,351 (£1,817,643 12/13); expenditure also rose by 10.3% to £2,018,333 (£1,829,043 12/13). Our investment gains slowed down this year from £25,721 in 2012/13 to a modest £2,966 which has been added to the year end surplus.

Donations and legacy income increased by 135% to £206,428, mainly due to a generous legacy which enabled us to end the year with a surplus. We were also gifted a mini bus from the Roy Fletcher Charitable Trust which is in the care of Telford & Wrekin Council for Day Centre (OPEL – Older People Enjoying Life Centres) transport.

2013/14 is a financial year that we, as a charity are proud of as we exceeded the £2,000,000 income threshold for the first time, which enabled us to work even harder for our older people. However, as reported above, our expenditure also increased, therefore we cannot be complacent about this financial landmark. For every older person over the age of 65 in Shropshire, Telford & Wrekin, we spent £21.96.

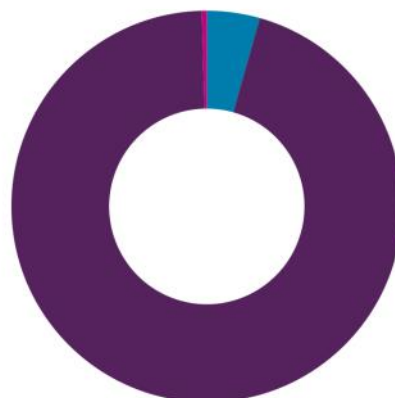
Pension Liability

We have a small number of employees in the Local Government Pension Scheme; Shropshire Council have performed their tri-annual Actuary and confirmed that our liability toward the LGPS deficit will be £23,800 per annum for the next three years, at which point another actuarial valuation will be performed.

To that end, we have appointed an external consultancy firm to perform an independent actuarial valuation of the LGPS.

Total Expenditure £2,018,333

- Costs of Generating Funds / Trading £88,463 (4%)
- Charitable Activities £1,921,651 (95%)
- Governance Costs £8,219 (1%)



'Reflective' Forward Looking

The more income we receive, the more we seek to develop and improve our service delivery maximising our opportunities to reach those older people highlighted in our objectives. With grant and Service Level Agreement reductions on the horizon, we are assessing our ability to continue with the vast range of services we provide. Although not risk averse, we are aware of the forthcoming economic difficulties we may face in the near future. In the past year, we have undergone a management restructure, and will continue to assess the structure of the organisation to ensure we are viable, sustainable and able to continue making a positive impact on the lives of older people in Shropshire, Telford & Wrekin.

We aim to expand and implement our comprehensive Income Generation Funding Strategy with

the objective of diversifying our income streams even further.

Bottom Line

The total funds carried forward are £825,645, of which the majority are funds either restricted for specific projects and services, or designated within our reserves for four months core service costs.

Investment Policy

The Trustees have considered the most appropriate policy for investing funds and have found that specialised Unit Trusts, designed for the charity sector, meet the requirements to generate both income and give potential for capital growth.

The Trustees who are members of the Resources Sub-Committee review investments in conjunction with the Treasurer on a quarterly basis. Their recommendations are then discussed and acted upon by the full Board of Trustees. Professional advice is sought as and when the Trustees feel it is required.

Auditors

A resolution will be proposed at the Annual General Meeting that Dyke Yaxley Limited be re-appointed as auditors for the ensuing year.

Trustees' Responsibilities

Company law requires the Trustees to prepare Financial Statements for each financial year, which give a true and fair view of the state of affairs of the Charitable Company as at the Balance Sheet date and of its incoming resources and application of resources, including income and expenditure, for the financial year. In preparing these Financial Statements, the Trustees should follow best practice and:

- ➔ Select suitable accounting policies and then apply them consistently;
- ➔ Make judgments and estimates that are reasonable and prudent;
- ➔ State whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the Financial Statements; and
- ➔ Prepare the Financial Statements on an ongoing concern basis unless it is inappropriate to presume that the Charity will continue on that basis.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charitable Company and to enable them to ensure that the Financial Statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the

Charitable Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Statement of Disclosure

So far as the Trustees are aware, there is no relevant audit information of which the charity's auditors are unaware. Additionally the Trustees have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Approved by the Trustees on 5th August 2014 and signed on their behalf by:



Mrs Anne Wignall

Chair

Thanks to all our funders and donors

Shropshire Council

Telford & Wrekin Council

Age UK

South Staffordshire & Shropshire
Healthcare NHS Foundation Trust

Edgar Lawley Foundation

The Shaw Trust

Shropshire CCG

Telford & Wrekin CCG

Whitchurch Town Council

Richard Cadbury Charitable Trust

Rotary Club of Shrewsbury

The Lady Forester Trust

The Peoples Power

North Shropshire Supporters Group

The Green & W Ainsworth Fund

GKN Sankey

Ellesmere College

Lichfield Diocesan Board

Grocontinental Whitchurch

The Lynn Foundation

Millichope Foundation

The Albert Hunt Trust

Aico Ltd

Hon Mrs K Laurence (Coutts)

The Parish Councils of:

Stirchley and Brookside

Wrockwardine

Great Dawley

St Georges and Priorslee

Hadley and Leegomery

The schools who participated in our
Wear it Woolly Day

All the Women's Institute groups,
churches, small businesses, and
voluntary groups who supported us
during 2013/14

**A special
acknowledgement and
appreciation to the
many individual donors
of whom there are too
many to name. This
includes donors of
money and also those
who have kindly donated
their time and energy to
our cause.**

A full set of accounts can be
obtained from:

Gina Spencer, Head of Finance and
Administration.

Tel: 01743 233 123

Email: gina.spencer@ageukstw.org.uk

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

We have audited the financial statements of Age Concern Shropshire Telford and Wrekin for the year ended 31 March 2014, which comprise Statement of Financial Activities, Balance Sheet and the related notes. The Financial Statements have been prepared under the historical cost convention, as modified by the inclusion of fixed asset investments at market value, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and follow the recommendations in Accounting and Reporting by Charities: Statement of Recommended Practice (Revised 2005).

This report is made solely to the members of the charitable company, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit has been undertaken so that we might state to the company's members those matters we are required to state to them in the auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.

Respective Responsibilities of Trustees and Auditor

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 36),

the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Annual Report and Trustees' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent

material misstatements or inconsistencies we consider the implications for our report.

Opinion on Financial Statements

In our opinion the financial statements:

- ➔ give a true and fair view of the state of the charitable company's affairs as at 31 March 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- ➔ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- ➔ have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on Other Matter Prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are Required to Report by Exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- ➔ adequate accounting records have not been kept or returns adequate

for our audit have not been received from branches not visited by us; or

- ➔ the financial statements are not in agreement with the accounting records and returns; or
- ➔ certain disclosures of trustees' remuneration specified by law are not made; or
- ➔ we have not received all the information and explanations we require for our audit; or
- ➔ the trustees were not entitled to prepare the financial statements in accordance with the small companies regime.



Mrs Catherine Helen Thomas
Senior Statutory Auditor
For and on behalf of Dyke Yaxley
Limited
Chartered Accountants
Statutory Auditor

1 Brassey Road
Old Potts Way
Shrewsbury

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

STATEMENT OF FINANCIAL ACTIVITIES

(INCLUDING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 31 MARCH 2014

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2014 £	Total 2013 £
<u>Incoming Resources</u>					
<u>Incoming resources from generated funds</u>					
<u>Voluntary income</u>					
Statutory Authority Grants			205,370	205,370	234,931
Other Grants		14,250		14,250	11,550
Donations and Gifts		25,376	19,903	45,279	43,860
Legacies		161,149		161,149	44,000
<u>Activities for generating funds</u>					
Sale of Goods					
Fundraising and Events		7,434	2,703	10,137	8,243
Trading Commission		106,999		106,999	101,187
Other Commissions and Income		45,130		45,130	14,091
Investment income	12	23,321		23,321	14,276
<u>Incoming resources from charitable activities</u>					
Project Grants	8	543,724	369,758	913,482	869,170
Client Fees (Livingwell, Diamond Dementia & Help @ Home)	8	545,446	13,788	559,234	476,335
Total Incoming Resources		1,472,829	611,522	2,084,351	1,817,643
<u>Resources expended</u>					
<u>Costs of generating funds</u>					
Costs of generating voluntary income					
Fundraising trading: costs of goods sold					
Fundraising trading: costs of Trading		88,463		88,463	70,596
Charitable activities	2	1,279,944	641,707	1,921,651	1,751,810
Governance costs	2	8,219		8,219	6,637
Total resources expended	2	1,376,626	641,707	2,018,333	1,829,043
Gross transfers between funds	8	(32,443)	32,443		
Net incoming resources before other recognised gains and losses		63,760	2,258	66,018	(11,400)
Gains / (losses) on investment assets	4	2,966		2,966	25,721
Net movement in funds		66,726	2,258	68,984	14,321
Total funds brought forward	8	403,095	353,566	756,661	742,340
Total funds carried forward	8	469,821	355,824	825,645	756,661

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

BALANCE SHEET AS AT 31 MARCH 2014

	NOTES	£	2014 £	£	2013 £
<u>FIXED ASSETS</u>					
Tangible Assets	3		22,500		0
Investments	4		267,406		264,440
			<hr/>		<hr/>
			289,906		264,440
<u>CURRENT ASSETS</u>					
Debtors	5	26,739		16,430	
Short Term Deposits		707,073		637,653	
Cash at Bank and in Hand		1,186		1,186	
		<hr/>		<hr/>	
		734,998		655,269	
<u>CREDITORS</u> Amounts Falling Due Within One Year					
	6	<hr/>	199,259	<hr/>	132,748
<u>NET CURRENT ASSETS</u>					
	9		535,739		522,521
<u>TOTAL ASSETS LESS CURRENT LIABILITIES</u>					
			<hr/>		<hr/>
			825,645		786,961
<u>Provisions for Liabilities and charges</u>					
	7				(30,300)
<u>NET ASSETS</u>					
			<hr/>		<hr/>
			825,645		756,661
<u>REPRESENTED BY:-</u>					
<u>FUNDS</u>					
Designated Funds			430,822		355,000
Unrestricted Funds			38,999		48,095
			<hr/>		<hr/>
Total Unrestricted Funds	8		469,821		403,095
Restricted Funds	8		355,824		353,566
			<hr/>		<hr/>
<u>Total Funds</u>			<hr/>		<hr/>
			825,645		756,661

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The Financial Statements on pages 40 to 47 were approved by the Board of Trustees on 5th August 2014 and signed on their behalf by :-

Anne Wignall

Mrs Anne Wignall
Chair

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014

1 ACCOUNTING POLICIES

- a The Financial Statements have been prepared under the historical cost convention, as modified by the inclusion of fixed asset investments at market value, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), the Companies Act 2006 and follow the recommendations in Accounting and Reporting by Charities: Statement of Recommended Practice (Revised 2005)
- b Voluntary income is received by way of donations, legacies and gifts and is included in full in the Statement of Financial Activities when received.
- c Grants, including grants for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year in which they are received.
- d Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure, which meets these criteria, is identified to the fund.
- e Unrestricted funds are donations and other income received or generated for the objects of the charity without further specified purpose and are available as general funds.
- f Designated funds are unrestricted funds earmarked by the trustees for particular purposes.
- g Staff costs are allocated to activities on the basis of time spent on those activities.
- h Support Costs of the charity relate to the costs of running the charity and include any costs which cannot be specifically identified to another expenditure classification. These have been allocated to the relevant activity they support on a per capita basis.
- i Costs of generating funds include the employee costs of the Project Development Officer, Fundraising and Research Assistant and the Trading Services Officers as well as the direct costs of staging events, volunteers expenses, purchase of goods for sale and an allocation of overheads.
- j Governance costs include the costs of governance arrangements which relate to the general running of the charity as opposed to the direct management functions inherent in generating funds, service delivery and programme or project work. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to future development of the charity.
- k Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at the following rates:
- | | |
|------------------------|-----------------------|
| Furniture and Fittings | 33 % straight line |
| Office Equipment | 33 % straight line |
| Motor Vehicles | 25 % reducing balance |
- l Investments held as fixed assets are re-valued at mid-market value at the balance sheet date and the gain or loss taken to the Statement of Financial Activities.

2 TOTAL RESOURCES EXPENDED

	2014	2013
Direct Charitable Activities		
Restricted Funds		
Staff Costs	372,420	332,044
Travel	96,153	72,887
Grants	33,332	46,243
Premises Costs	32,090	25,459
Support costs	72,994	67,518
Overheads and project running costs	34,718	32,858
	<u>641,707</u>	<u>577,009</u>
Unrestricted Funds		
Staff Costs	1,090,426	1,010,089
Travel	118,637	106,830
Grants		
Premises Costs	54,952	45,954
Support costs	(80,911)	(73,400)
Overheads and project running costs	96,840	85,328
	<u>1,279,944</u>	<u>1,174,801</u>
Direct Charitable Activities	1,921,651	1,751,810
Costs of generating voluntary income		
Fundraising and Events	88,463	70,596
Governance		
Travel	1,516	229
Audit	6,000	6,000
Other	703	408
Total	<u>2,018,333</u>	<u>1,829,043</u>
	2014	2013
	£	£
Resources expended include:		
Audit fees	6,000	6,000
Depreciation on tangible fixed assets	7,500	
Operating lease costs	50,693	50,575
	<u>64,193</u>	<u>56,575</u>

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014 CONTINUED

3 TANGIBLE FIXED ASSETS

	Office Equipment	Furniture and Fixtures	Motor Vehicles	Total
Cost	£	£	£	£
As at 1 April 2013	108,462	18,268		126,730
Additions			30,000	30,000
As at 31 March 2014	<u>108,462</u>	<u>18,268</u>	<u>30,000</u>	<u>156,730</u>
Depreciation				
As at 1 April 2013	108,462	18,268		126,730
Depreciation for Year			7,500	7,500
As at 31 March 2014	<u>108,462</u>	<u>18,268</u>	<u>7,500</u>	<u>134,230</u>
Net Book Value at 31 March 2014			<u>22,500</u>	<u>22,500</u>
Net Book Value at 31 March 2013				

4 FIXED ASSET INVESTMENTS

Quoted Investments:-	2014	2013
	£	£
Market Value at 1 April 2013	264,440	238,719
Increase (decrease) in market value	2,966	25,721
<u>Market Value as at 31 March 2014</u>	<u>267,406</u>	<u>264,440</u>
Investments at cost	<u>244,000</u>	<u>244,000</u>

5 DEBTORS

	2014	2013
	£	£
Help @ Home Client Fees Outstanding	6,742	6,098
Other Debtors	19,997	10,332
	<u>26,739</u>	<u>16,430</u>

6 CREDITORS (Amounts Falling Due Within One Year)

	2014	2013
	£	£
Trade creditors	15,674	10,131
Staff Costs	85,596	86,617
Other Creditors and Accruals	23,647	6,000
Deferred Grant Income	74,342	30,000
	<u>199,259</u>	<u>132,748</u>

7 PROVISIONS FOR LIABILITIES AND CHARGES

	2014	2013
	£	£
Deficit on defined benefit pension scheme		
As at 1 April 2013	30,300	60,600
Special contributions paid in year	(30,300)	(30,300)
As at 31 March 2014	<u>30,300</u>	<u>30,300</u>

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN**NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014 CONTINUED****8 FUNDS**

	Balance 01.04.14	Incoming Resources	Outgoing Resources	Transfers	Gains & losses	Balance 31.03.14
	£	£	£	£	£	£
Restricted Funds						
Combined South Shropshire Funds						
Advocacy Service Shropshire	5,976	47,962	55,244	1,306		
Advocacy Shelton PCT						
Advocacy Service Telford	331	11,064	6,385			5,010
Information and Advice Shropshire	7,058	31,500	26,999			11,559
Living Well Project Shropshire	17,730	31,875	40,694			8,911
Service Development Officer Shropshire	46,351	114,010	113,806			46,555
Roy Fletcher Day Centres the Future	25,439		11,386			14,053
Volunteers in Place Project	17,270	25,039	25,684			16,625
Benefits Advice Telford	4,068	5,488	10,393	837		
Intergenerational Project	13,641	5,500	14,378			4,763
Living Well Project Telford	14,940	23,963	27,588			11,315
Pub Club Project (Telford & Wrekin)						
Service Development Officer Telford	2,272	38,993	46,559			(5,294)
Information and Advice Telford	17,924	14,951	14,951			17,924
Home Visitors (Telford)		19,877	19,877			
Neighbourhood Contact (Telford)	21,522	32,670	27,505			26,687
Home from Hospital South Shropshire	30,343	35,904	25,583			40,664
Community Care Co-ordinators		32,022	33,705			(1,683)
Community Navigator (Telford)		32,899	25,516			7,383
NESiT Project	34,498	29,636	26,383			37,751
Diamond Dementia	57,434	22,040	21,981			57,493
Dementia Befriending	514	8,000	5,715			2,799
Llandudno Holiday	38,955	44,145	43,418			39,682
Philpott Fund - Monkmoor	24,714		16,404			8,310
Surviving Winter	2,886	3,984	1,553			5,317
Deficit on defined benefit pension scheme	(30,300)			30,300		
Total Restricted Funds	353,566	611,522	641,707	32,443		355,824
Unrestricted funds						
Designated funds						
4 Months Core Service Costs	68,000			68,822		136,822
Redundancy Reserve	251,000			28,000		279,000
Lease Obligation Reserve	15,000					15,000
Shop expansion and refurbishment	21,000			(21,000)		
Total Designated funds	355,000			75,822		430,822
Help @ Home Project	30,007	1,091,235	1,093,221	(28,021)		
General purpose funds	18,088	381,594	283,405	(80,244)	2,966	38,999
Total Unrestricted funds	403,095	1,472,829	1,376,626	(32,443)	2,966	469,821
	756,661	2,084,351	2,018,333		2,966	825,645

The following income was received in total from government funding, over the various projects shown above:

Shropshire Council	757,363
Telford and Wrekin Council	124,715
Clinical Commissioning Groups	210,556
	<u>1,092,634</u>

The Trustees have designated funds for repairs/redecorations which may be required under the terms of the leases

	2014	2013
	£	£
Unrestricted funds include unrealised revaluation surplus / (deficit) of	<u>23,406</u>	<u>20,440</u>

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014 CONTINUED

9 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Fixed Assets	Quoted Investments	Net Current Assets	Provisions	Total
	£	£	£	£	£
Restricted Funds			355,824		355,824
Unrestricted Funds	22,500	267,406	179,915		469,821
	<u>22,500</u>	<u>267,406</u>	<u>535,739</u>		<u>825,645</u>

10 TRUSTEES REMUNERATION AND EXPENSES

The Trustees are not remunerated. Travel expenses of £1,516 were claimed during the year (2013: £229).

11 STAFF

The number of full time equivalent employees (including casual and part time staff) at the year end was made up as follows:-

	<u>2014</u>	<u>2013</u>
Chief Officer	1	1
Administration Staff	6	5
Core Service Staff	7	8
Trading Staff	2	2
Project Staff	24	19
Home Support Workers	35	35
	<u>75</u>	<u>70</u>

Staff Costs

	<u>2014</u>	<u>2013</u>
	£	£
Salaries and Wages	1,395,632	1,272,346
Social Security Costs	47,500	43,656
Employers Pension Costs	58,092	60,538
Staff training	10,196	6,804
	<u>1,511,420</u>	<u>1,383,344</u>

No member of staff received in excess of £60,000 in emoluments during the year.

AGE CONCERN SHROPSHIRE TELFORD AND WREKIN

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014 CONTINUED

12 <u>INVESTMENT INCOME</u>	<u>2014</u>	<u>2013</u>
	£	£
Dividends and Interest on Listed Investments	10,821	10,832
Interest on Cash Deposits	12,500	3,444
	<u>23,321</u>	<u>14,276</u>

13 LEGAL STATUS OF CHARITY

The Charity is a Company Limited by Guarantee and has no Share Capital. The liability of each member, in the event of winding up, is limited to £1.

14 FINANCIAL COMMITMENTS

At 31 March 2014, the charity was committed to making the following payments in the year to 31 March 2015 under non-cancellable operating leases;

Land and buildings	<u>2014</u>	<u>2013</u>
	£	£
Operating leases which expire:		
Within one year	26,220	
Between two and five years	12,000	38,220
	<u>38,220</u>	<u>38,220</u>

The leases run until 2020, with options to break in 2014 and 2016.

Other	<u>2014</u>	<u>2013</u>
	£	£
Operating leases which expire:		
Within one year		
Between two and five years	4,732	1,441
	<u>4,732</u>	<u>1,441</u>

Charity Number: 1090445
Company Number: 4292896
Registered Office: 3 Mardol Gardens, Shrewsbury, Shropshire SY1 1PR



‘To work with and for older people
to improve the quality of later life’

