



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

***Annual Review  
year ending 31st March 2013***







THE STAFFORDSHIRE REGIMENT  
E R



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## MESSAGE FROM THE CHIEF EXECUTIVE

The year to 31 March 2013 has been a year of challenges and opportunities – Age UK Shropshire Telford & Wrekin has continued to deliver its core mission of improving the quality of later life for local older people. We have been able to continue to develop our current services and to develop new services to support older people in the county this year, despite a difficult economic situation.

### Heather Osborne, Chief Executive

Every year presents its own challenges and triumphs for Age UK Shropshire Telford & Wrekin and this year did not disappoint in that respect. We were very proud to be recognised for our work as a local charity in the county and invited to take an active part in the Queen's Jubilee celebrations and parade at Cosford. This was a splendid day and very much enjoyed by the older members of our day centres who participated in the event.

We are also very proud that, despite funding constraints and changes, we have continued to increase the numbers of older people that we support. However the challenge for us going into the future is to continue to support increasing numbers of older people in the county, with limited resources.

Despite the changing profile of our funding we have continued to increase our income but, as the nature of funding from local

government changes, this is not without challenges. We are not alone in finding that we have to spend more time seeking new ways to secure funding for vital services.

We were delighted to have won the tender again for our Help at Home scheme and to be able to continue to provide this most important service for older people. We also completed a very detailed Best Value Review of all our services in Telford & Wrekin, which provided some very useful and positive feedback.

We have used the funding we raised from our Diamond Appeal to good effect and we now have five Diamond Drop Ins in Telford, Bridgnorth and Shrewsbury, and we are planning to open a further centre in Oswestry. We have been working with the new Clinical Commissioning Group in Shropshire, developing a pilot for Care Coordination in a number of GP surgeries. We hope this work will



Senior Management Team (left to right):  
R Smith, H Osborne, K Moore, G Spencer, G Palmer, H Knight

continue into next year and prove to be beneficial to older people.

Our information and advice service in Whitchurch has continued to expand and supported around 2,000 people in the last year. We are very grateful for the support of local Whitchurch people and our North Shropshire Supporters Group which has enabled us to keep providing this much needed service. We also opened a new trading outlet in Bridgnorth in partnership with Age UK, which we hope over time will generate enough income to enable us to provide another Information and Advice outlet in Bridgnorth. Due to the need for privacy and increased numbers of visitors, we are also setting up a new Information and Advice room at Meeting Point House in Telford.

The coming year will have new challenges and no doubt triumphs as well! We will be submitting a Big Lottery bid to support older people

to access and make best use of all kinds of technology, and we will of course continue to seek the resources we need to enable us to meet the growing and changing needs of older people in our county.

As always none of this would be possible without the dedication and commitment of all our wonderful volunteers, staff and Trustees and I give my thanks to them all.

# MESSAGE FROM THE CHAIR



## Anne Wignall, Chair of Trustees

2012/13 has been another extremely successful year for Age UK Shropshire Telford & Wrekin, despite having to face the challenges of funding cuts, the on-going recession and the increasing demand for our services.

We rose to those challenges and highlights of the year include:

- ➔ Winning the tender for the Help at Home scheme following dedicated work by many members of staff, securing this vital service for older people in Shropshire.
- ➔ Opening and maintaining five Diamond Drop In Centres across the county to support local people with dementia and their carers.
- ➔ Launching our first furniture shop in Bridgnorth in partnership with Age UK, another outlet for our trading services.
- ➔ Taking part in the Queen's Diamond Jubilee celebrations at RAF Cosford - an unforgettable

experience for the volunteers and day centre members who represented us on that gloriously sunny day in July.

Staff and volunteers alike have gone beyond the call of duty to help meet demand, showing both vision and commitment. In the coming year, Trustees and senior management will be rolling out a new strategic plan to ensure that we continue to match our services to the needs of older people in the 21st century.

A key piece of work will be our new appeal: The Gift of Friendship. We are seeking to mitigate the crippling effects of isolation and loneliness by highlighting this issue, and by raising funds and recruiting volunteers to tackle this problem in practical and creative ways.

Sadly, we said goodbye to two of our long-standing supporters this year. Roger Sykes has given over 23 years' service, as Trustee, Chairman, President and Vice President and as



Trustees (left to right): M Davis, M Magill, R Chanter, P Cates, S Hampson, D Bell, J Greenhalgh, D Clegg

Trustee of Age Concern Wrekin. Maureen Peters has been a Trustee for 22 years, ably chairing the Review and Development committee in recent times. I would like to thank them both for their considerable contribution to the charity's achievements and wish them well for the future.

I would also like to pay tribute to John and Christine Greenhalgh, who together have made an invaluable contribution to the organisation. John retired as President at the end of the year, following an impressive career as Chair of the Board and Chair of several committees; a particular achievement was John's fulfilment of his ambition to set up a series of Diamond Drop In Centres, which are now flourishing across the county with plans for another one next year. Christine has been a loyal and hard-working Vice President following her time as Trustee, Chair, and President and we are now looking forward to working with

both of them as Vice Presidents.

I would also like to thank David Clegg for his hard work as Chair over the past three years and I am sure his experience and wise counsel will be invaluable in his new role as President.

My thanks to our Patrons, Trustees, President, and Vice Presidents for the wisdom they bring to their work and for all their support during the year. My thanks also to all our wonderful volunteers for the skills, caring and time they give across so many services.

Finally, I would like to thank our Chief Executive, Heather Osborne, for her inspired leadership, and the senior management team and staff for the hard work, valuable skills and commitment that they bring to the charity.

*Anne Wignall*

**100,000**  
VOLUNTEER HOURS



**SUPPORTING  
OLDER PEOPLE**

**1,000 PEOPLE MEET  
EVERY MONTH  
AT OUR  
PUB LUNCH  
CLUBS**



**OUR 42 DAY CENTRES SUPPORT**



**680 PEOPLE A WEEK**

PROVIDED OVER  
**2,300**



**QUOTES FOR  
INSURANCE PRODUCTS**

**1,100**  
OLDER PEOPLE



**WERE SUPPORTED BY  
HELP AT HOME**



3,000

ATTENDANCES  
AT OUR  
LIVING WELL ACTIVITIES



KEEPING OLDER PEOPLE  
MENTALLY & PHYSICALLY

**ACTIVE**

OUR INFORMATION &  
ADVICE SERVICE  
REACHED



3,000  
OLDER PEOPLE

200 BEFRIENDING  
VOLUNTEERS



MAKE CONTACT  
WITH ISOLATED  
OLDER PEOPLE  
**EVERY WEEK**

800 ATTENDANCES



AT OUR DIAMOND DROP IN  
**CENTRES**

WE HELPED  
OVER 600 OLDER  
PEOPLE CLAIM



**£1.5 MILLION**  
IN EXTRA BENEFITS

Welcome

Improving later life

About us

## OUR OBJECTIVES AND AIMS

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 and prioritise what we want to achieve every year.



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

One of our objectives is to be innovative and flexible in the way that services are delivered, ensuring that we can continue to meet need in what is a rapidly changing environment. Some progress has been made this year in scrutinising the costs of all our services and overheads and ensuring they are as cost efficient as possible. We have started to use this information to prioritise our services, with criteria developed to guide decision making in the future. We will continue to profile all our services and projects against need, and to develop our unit costing model, in 2013/14.

We also aim to demonstrate the quality and cost effectiveness of our

services. 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 in 2014.

We have also developed our Income Generation Strategy and Charging Policy, which is very important work to ensure that we can continue to raise the money we need to deliver and expand the range of services we offer to older people.



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

One of our objectives is to provide services that complement other existing services for older people in the area, and signpost older people to other services. This year we have re-designed our service in south Shropshire, and expanded our role into GP surgeries, providing a supported signposting and advice service to reach more vulnerable, older people.

We also developed an innovative service delivery model which helped us to win the Help at Home contract in Shropshire for a further five years.

We listen to, engage with and actively involve older people in service development and delivery, especially 'hard to reach' groups. This year we have provided support to develop the work of the Shropshire Older People's Assembly, holding four public meetings and developing action plans for each key issue. We have also encouraged a group of older Lesbian, Bisexual, Gay and Transgender people to meet, and they are looking at setting up a buddying scheme.

### **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 deliver a new advocacy specification in Telford & Wrekin, to improve advocacy services for older people in the area.

Locally we have been proactive in developing our connections with the LINKs as they developed into the new Healthwatch in Shropshire and Telford & Wrekin.





We have been active in discussions with both local councils regarding likely cuts in public services from 2014 onwards, and the potential effects on older people's services, and will continue to do so.

We have continued to work with and support our partner organisations in Shropshire, especially the two local Age Concerns in Shrewsbury and Wrekin, who provide transport to support our Day Centres.



Performers at our Afternoon of Entertainment 2013

### **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 made a number of funding applications to support our work, and to develop our services, including a bid to support older people with new technology to the National Lottery. We have increased the percentage of our funding which comes from other non-statutory sources.

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. We have achieved a significant increase in the number of people expressing an interest in volunteering, and those going on to be recruited.

Making the best use of technology to support our work and the needs of older people has continued to be an important objective. We have successfully upgraded the IT systems in our offices, and started to roll-out a new support system to ensure that our clients receive the best possible service when they contact us.

Marketing the work done by the charity is a key objective for us, and this year we have developed a Communication & Marketing Strategy and action plan. We have used this to improve the profile of the charity with the press and radio, and to use our new branding as a partner of Age UK to improve the look of our literature across all our services.



Nearly 2,000 people contacted our Whitchurch office

**We have the same objectives for 2013/14 and our priorities to achieve them include:**

- ➔ To develop and monitor the success of our role in supporting vulnerable older people in GP surgeries.
- ➔ To develop our support role in the inter-disciplinary teams supporting clients in staying independent in their own homes, rather than being admitted to hospital.
- ➔ To achieve the new quality mark for our Information and Advice services.
- ➔ To deliver the outcomes of the review carried out by Telford & Wrekin Council of our services in that area.
- ➔ To secure our core funding, and to look at new ways of funding our information and advice services.
- ➔ To seek representation and involvement with the new Healthwatch Boards.
- ➔ To develop our links with Parish Councils to raise older people's issues in the more rural areas.
- ➔ To develop our Volunteer Policy and procedures to ensure that all of our volunteers get the most out of volunteering for Age UK STW.
- ➔ To review our internal structures to ensure they are fit for purpose.
- ➔ To launch our new appeal "The Gift of Friendship".

**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!**



Welcome

Improving later life

About us



# Money matters



“I firmly believe that had it not been for the professionalism of the Age UK (STW) Volunteer I would not have been successful in my case for AA”

*Benefits client, Telford*



**Age UK Shropshire Telford & Wrekin believes that people in later life should have enough income from state and private sources to enjoy their later years and participate fully in society, both now and in the future.**

### **Benefits**

Our Benefits service offers advice, provides benefit checks and assists in the completing 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.

### **Advocacy**

Our Advocacy service offers independent and trustworthy support for older people facing problems. Many of these problems relate to money issues, for example difficulties with utility bills, faulty goods, scams or issues relating to care needs, such as funding for care homes or help in the home. 17 volunteers support the service by providing proactive support to people by telephone and in their own homes.

### **Information and Advice**

This is our biggest 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 supported by trained staff and 10 volunteers who support reception in our Shrewsbury office.





### **This year we have:**

- ➔ Handled over 3,000 Information and Advice enquiries through our trained staff and volunteers in our offices in Shrewsbury, Telford and Whitchurch.
- ➔ Responded to over 16,000 visits and telephone calls at our office in Mardol Gardens in Shrewsbury – 4,400 visits and 11,800 telephone calls. This is an increase of 15% over the previous year.
- ➔ Helped nearly 2,000 people who contacted our Whitchurch office by phone or in person, an increase of 77% over the previous year.

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



**£1.5 MILLION  
IN EXTRA BENEFITS**

➔ Dealt with an 18% increase in the number of Information and Advice enquiries at our new Telford office.

➔ Campaigned locally about the length of time disabled facilities grants are taking to be awarded, as well as issues surrounding the decline in Continuing Health Care Funding for people in care in Telford & Wrekin.

### **Case study: Benefits**

Mr and Mrs A are separated and live about 12 miles apart. Mrs A is very disabled, lives alone and is on some benefits. She gets a care package via Social Services, for which she has to pay £70pw. She pays for some help in the home, but cannot afford some of the things she needs, such as an aid alarm or a gardener.

Mr A visits her daily to help care for her. He is also disabled, and on Pension Credit. He cannot afford to care for her, especially with the cost of the car. Age UK STW was asked to look at both their benefits.

Age UK STW applied for carer's allowance on Mr A's behalf, and an Attendance Allowance, which was awarded at the higher rate. This gave him both premiums on top of basic Pension credit.

Age UK STW phoned the Council and they confirmed that they could discount the cost of help in the home from Mrs A's care bill. They also confirmed that the cost of an aid alarm and gardening could also be discounted from her care bill.

➔ Supported Age UK's "More Money in your Pocket" campaign, and used Age UK's materials to encourage local older people to claim the money that they are entitled to.

➔ Helped older people who are in fuel poverty and are struggling to pay ever-increasing fuel bills, through our "Surviving Winter" grants. To fund this, we ask people to donate their Winter Fuel Allowance to us if they don't need it, so that we can help older people to keep warm in winter. We have paid over £2,300 to help 19 older people pay their bills or repair their heating systems.

### 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 98% of our clients were satisfied with the service they received.

"I was extremely pleased with the patience and kindness shown to me. I was not patronised in any way because of my age which is a refreshing experience."

*Information and Advice client, Shropshire*

"Many people do not realise how much help you can give - if only they knew. Thank you for your help with my small problem - now solved."

*Information and Advice client, Telford*

### Case study: Advocacy

Mrs J came to Age UK STW because she was faced with a bill for over £6,000 for care home charges for her husband, who was in a care home. She did not understand why these charges were invoiced.

The matter was very complicated including backdating, a third party top-up and a move into a smaller room to pay a smaller top-up. The communication and clarity of charges from the local council was poor, therefore Age UK STW advocated on behalf of Mrs J. The outcome was that although the charge may have been legitimate, the matter had lasted a period of two years which was completely unacceptable. Age UK STW then took the case to the Local Government Ombudsman, and upon this action the Council agreed to write off the £6,000 debt for Mr and Mrs J.

"There is nothing much I can add to improve the services, in particular the way Age UK (STW) treated me and helped me, by means of helping me to get rehoused, my heating bill and benefits with the increase with my DLA."

*Advocacy client, Telford*

"I found the person who came to my home professional, courteous and very well informed."

*Advocacy client, Shropshire*





# Health & wellbeing



“My sincere thanks to the volunteers. They enabled me to regain my confidence and cope with living alone. The help and support when I felt so weak and listless was greatly appreciated”

*Home from Hospital client, Shropshire*

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

### **Home from Hospital**

Our services in north and south Shropshire offer short term help and support to prevent hospital admission and for older people leaving hospital or after an illness. As well as fully trained staff, 21 volunteers support the service in south Shropshire and 3 in north Shropshire, visiting older people in their own homes to support them to live independently.

### **Community & Care Co-ordinators**

This is a new service running in Shropshire for a trial period, based in GP surgeries. Age UK STW is piloting the new scheme in six GP surgeries in Shropshire. The role of Community & Care Co-ordinators (C&CC) is proving to be an invaluable addition to the services on offer at the participating GP surgeries. The aim is to target elderly, frail and vulnerable and/or lonely patients and try to reduce both hospital A&E admissions and the number of GP hours spent on non-medical issues.

### **Counselling**

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

### **Mental Health Advocacy**

Our Advocacy volunteers carry out unannounced visits to wards in the local mental health hospital on a regular basis. They act as good relatives, observing the way patients are treated. A monthly advocacy surgery is held in the hospital to support both patients and relatives.



Our volunteer counsellors provided 113 hours of counselling

### This year we have:

- Reviewed and re-shaped the Home from Hospital service in south Shropshire in line with the model in the north, so that the new co-ordinator will be part of the South West Shropshire Inter-disciplinary Team, and be able to more effectively support older people.
- Accepted an invitation to be part of the new pilot for Community & Care Co-ordinators in GP surgeries in Shropshire and responded to this by developing the role, to enable more effective support to be offered to older people in the community, in six GP practices across Shropshire.

WE RECEIVED  
160 REFERRALS TO  
'HOME FROM HOSPITAL'  
IN NORTH SHROPSHIRE

67%

INCREASE SINCE 2010

### Case study: Community & Care Co-ordinator

The Community & Care Co-ordinators based in the GP surgeries:

→ linked a very isolated older person with a coffee morning and lunch club at a local church hall and arranged for the Co-ordinator to get in touch with the patient.

→ visited an older couple in their late 80s, who had recently lost their daughter. The husband cared for his wife, who had significant health and mobility problems. The Co-ordinator chased Social Services for an urgent bathing assessment, referred them to the Community Team for a mobility and physiotherapy assessment. They were also referred to the District Nurses for a continence assessment, referred to Age UK STW for a benefits check, referred to the dietician and to the Carers' Support Agency.

→ Achieved a very high level of patient satisfaction with our service within the new Community & Care Co-ordinators project and a significant fall in the number of visits to the GP after the intervention.

→ Trained a number of staff as "trusted assessors" for assistive technology so that they can support older people to remain independent in their own homes for as long as possible.



## 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 Home from Hospital services 100% of our clients were satisfied with the service they received.

“I found the service excellent. It made me feel much more confident to know that there would be someone coming in to help each day for a while.”

*Home from Hospital client, Shropshire*

### Case study: Home from Hospital

Supported a lady in her 80s in Whitchurch who lives on her own. She has poor mobility and the team provided walking aids and physiotherapy. The Age UK STW Co-ordinator helped with de-cluttering her home and organised grab rails.

After a fall at home when she broke her hip, the Age UK STW Co-ordinator stayed with her while she was admitted to hospital and visited her while in hospital. She has since helped her with sewing, shopping and gardening.

“My care co-ordinator provided an excellent service.”

*Community & Care Co-ordinator client, Shropshire*

“I am very pleased with what has been done and would recommend to anyone.”

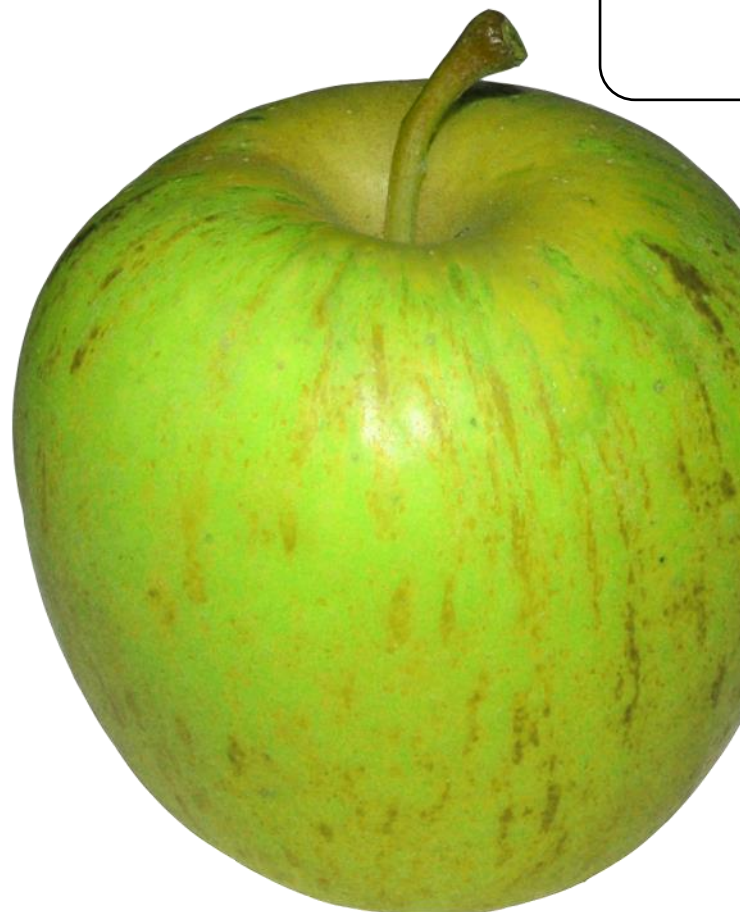
*Home from Hospital client, Shropshire*

“A mine of information in one place.”

*Community & Care Co-ordinator client, Shropshire*

“You were there when needed - with understanding .”

*Community & Care Co-ordinator client, Shropshire*





# Home & care

“Really can't speak more highly of the service we have had as a family. The volunteer is so kind and patient and we have been kept completely up to date by Age UK (STW) throughout”

*Befriending Scheme client, Telford*

**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. If they need care then they should be treated with dignity, respect and compassion in their care setting.**

### **Day Centres**

Our Day Centres provide transport, a hot meal, social contact, support, stimulation and companionship. We have 42 Day Centres around Shropshire and Telford & Wrekin; each day centre has its own character and is open one day each week for local older people.

### **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. We have five centres around the county, two in Telford, two in Shrewsbury and one in Bridgnorth.

### **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.

### **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.

### **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.

### **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.

The aim is to increase independence and social opportunities for older people. Our focus is on people with dementia and their carers, and older people from black and minority ethnic communities.





We helped 71% of day centre members feel less lonely

### This year we have:

- Improved the quality of life for 93% of day centre members.
- Assisted 72% of day centre members to remain independent.

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## OUR DAY CENTRES SUPPORT



**680 PEOPLE  
A WEEK**

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- Achieved a significant reduction in the waiting lists for our day centres and an increase in placements across the county.

### Case study: Day Centre

Mr E was referred for a day centre placement by his daughter. His daughter lives away but comes to see her dad as often as her job allows. His son lives in the area but has a full time job as well as his own family commitments.

Mr E's wife died a number of years ago and over time he has become more socially isolated. Although his general health is good, he has some short term memory loss, and he is very low in mood.

Initially Mr E was anxious about joining the day centre but during the home visit he agreed to try it for a couple of weeks. By his second week, he was at a table with the other men playing dominoes and chatting away and said how much he was enjoying his time at the day centre, how nice everyone was, and he now realised what he'd been missing - he hoped he could carry on going.

- Reduced the waiting list for our day centres in Shrewsbury from 84 to 58, and increased new placements by 100%.

- Placed 88 new members in our Telford day centres, an increase of 13% from the previous year.

**800 ATTENDANCES**



**AT OUR DIAMOND DROP IN CENTRES**

- Opened two new Diamond Drop In Centres in Shrewsbury and Bridgnorth, in addition to our three existing centres in Telford and Shrewsbury.
- Supported 80 sessions at our Diamond Drop In Centres.



→ Supported around 200 befriending volunteers across the county who make contact with isolated older people every week through our befriending and telephone buddy schemes.

**Case study: Dementia Befriending**

A lady with dementia was referred to the service from the Alzheimer's Society as they felt she would benefit from a Volunteer Visitor. She lives at home with her two adult sons and gets very little female company.

The lady was very keen to have someone go with her into town, to browse or for a cup of coffee, as she never really gets the chance anymore.

We placed a local volunteer with this lady, who now visits her once a week for a couple of hours and both are very happy and get on well with each other. Once trust has been established the Volunteer will take this lady on outings into town and perhaps to local attractions if she is willing.

Welcome

Improving later life  
Home & care

About us

## 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 Befriending and Diamond Drop In services 100% of our clients were satisfied with the service they received.

“The (Diamond) Drop In has been a real boon to me personally as it helps me cope as a carer and my husband gets such a great deal of pleasure out of the activities that are organised. I don’t know what I’d do without it now.”

*Diamond Drop In Centre client, Shropshire*

“The person currently seeing my mother is a credit to Age UK (STW) and a standard I would think very hard to maintain.”

*Befriending client, Telford*



Our Telford contact officers have made over 100 home visits

“I particularly like the befriending service and the telephone service as these make people feel wanted again.”

*Befriending client, Telford*

“My wife and I are very pleased and satisfied with the service and would like to see them expanded where and when possible.”

*Help at Home client, Shropshire*

## Case study: Help at Home

Mr W is an 87 year old service user who lives alone in an isolated village with no known relatives and has had our Help at Home service since 2011.

He is a very independent man who has several health problems sometimes needing hospital admission. His only form of heating is a log burning stove which he wants to keep and he has declined alternative heating.

He has help from two Home Support Workers who provide domestic and gardening help. This includes washing, cleaning, bed changing, shopping and some help with hobbies and DIY.

A major aspect of the help is providing logs, coal and kindling for the log burning stove. During the winter months it was sometimes necessary to visit three times a week in order to keep up with the consumption of coal and logs.

We have also provided additional help including fitting of blinds to stop the dog barking at cars, which was annoying neighbours, visits to GP surgery, help with car restoration, repairs to washing machine and dog walking. On discharge from hospital we are contacted so we can resume the service and ensure there is food and logs available to use.



“Helps me a lot to stay in my home which I think is wonderful – I don’t want to go into a home unless I can help it.”

*Help at Home client, Shropshire*



“My husband had dementia - for a long time he refused me having help and this caused me depression, but then the kindness and help I had was wonderful, still is.”

*Help at Home client, Shropshire*

1,100  
OLDER PEOPLE



WERE SUPPORTED BY  
HELP AT HOME

### Case study: Contact

A lady was referred to the Contact Scheme by her daughter as she was recently bereaved and her daughter did not live locally. She was concerned that her mum would get depressed or lonely if she had nothing during the week to occupy her time since the death of her husband as they used to do things together.

The lady was visited by the Contact officer, discussed all Age UK STW services with her and established that she was very interested in attending our Hollinswood Day Centre as she knew someone who already goes there. She was also interested in the Volunteer Visiting Scheme however wasn’t sure if she wanted to be a Volunteer Visitor or receive one.

She was given the information leaflets to read and to have a think about it and she agreed she would make contact once she had made a decision.

Following the visit the lady was referred to Hollinswood Day Centre and she is currently waiting for a place to become available. The lady also made contact the following day to say that she had thought about the Volunteer Visiting Scheme and that she would like to have someone visit her rather than become a visitor so was referred on to the Volunteer Visitor Co-ordinator.

Welcome

Improving later life  
Home & care

About us

# Travel & lifestyle



“The care, consideration and help which you give to everyone and their individual needs is excellent. Every detail is taken care of making everyone’s holiday safe and happy”

*Llandudno Holiday client, Telford*

# Age UK Shropshire Telford & Wrekin wants to make sure that all those in or approaching later life have the opportunity to enjoy their retirement.

## 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 exercise classes, dance classes, and reading, writing and craft groups. We also organise one-off events like our Afternoon of Entertainment, every year.

## Pub Lunch Clubs

We have helped to set up over 60 pub lunch clubs across the County. Clubs meet monthly and provide a social occasion and a meal in the local pub. They are especially valued by older people in our rural areas giving older people the chance to get out and meet people in areas with little or no services for older people.

## Llandudno Holiday

The holiday is for older people in Shropshire and Telford & Wrekin who are housebound, have health problems or who are unable to go away independently, and is for one week every July. Around 110 older people are supported to have a week's holiday at the Queens Hotel, Llandudno, transport is available from around the county and there are trips out every day to places of interest. The holiday support team consists of 10 volunteers and representatives from Age UK STW.

## Advocacy 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.

## Trading and Insurance

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. (Home, Car and Travel insurance are provided by Ageas Insurance Limited. Gas and Electricity is provided by E.ON Energy Solutions Limited.)






### **This year we have:**

- ➔ Organised a stall and a float as part of the Queen's Jubilee Event which was held at Cosford in July 2012. We used the event to raise awareness of our services and volunteering, and also invited all our volunteers, and members of two of our day centres to join us at the celebrations.
- ➔ Staged our Afternoon of Entertainment in May 2012 at 'The Place' in Telford. Older people from across Shropshire came to Oakengates for an afternoon of fun and laughter, and a lot of singing! A variety of acts took part in the sold-out show and gave their time free of charge.

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**1,000 PEOPLE MEET  
EVERY MONTH  
AT OUR  
PUB LUNCH  
CLUBS**



➔ Started three new activities in Shrewsbury:

- ➔ Sewing Group
- ➔ 'Golden Voices' Music Group
- ➔ Zumba Gold

➔ Formed a link between the local representative for the Sanchat orphanage in Kenya and members of our Sewing Group, who are going to fill shoe boxes with donated items as gifts for the children.

➔ Supported 169 applications for the Blue Badge Scheme in Shropshire through our Advocacy volunteer.

➔ Supported 48 Pub Lunch Clubs in Shropshire and 12 Pub Lunch Clubs in Telford & Wrekin.

### **Case study: Living Well**

Mrs M saw a performance of the Creative Dance class at 'The Place' during the quarterly Telford Senior Citizens forum meeting.

Previously Mrs M had been unaware that this type of 'exercise' could be for her. She realised that this was an excellent way of meeting people, having a good time and keeping active and saw how much the ladies were enjoying themselves.

After the performance Mrs M spoke to the ladies who had been on stage and decided to join: she "has not looked back since".

→ Produced a newsletter for our Pub Lunch Clubs for the first time. The newsletter keeps members up to date with what's happening at Age UK STW, and helps organisers to find out what other Pub Lunch Clubs are doing.



Over 500 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.

“It was a lovely afternoon - a complete change - with jollity and nostalgia, friendship and togetherness, and as a bonus we even learned something about rhythm - all in lovely surroundings.”  
*Living Well client, Shropshire*

“I enjoy the sing-alongs and the exercise group with (Age UK STW) and it makes us get out and meet other friends. So keep up the good work please.”  
*Living Well client, Shropshire*

### Case study: Llandudno Holiday

Miss E is 87 and lives alone; she has some mobility problems and uses a walker to get around. She has no immediate family and none of her friends are in a position to support her on an independent holiday.

She says that she is completely reliant on the support offered by the volunteers to come on the holiday, and would not be able to have a holiday without this.

“The care, consideration and help which you give to everyone and their individual needs is excellent. Every detail is taken care of making everyone's holiday safe and happy.”  
*Llandudno Holiday client, Telford*

“I didn't think it would be possible this year, but you, and all the volunteers, made it possible, because the thought of your smiling faces of welcome gave me the confidence to come.”  
*Llandudno Holiday client, Shropshire*

“We have just spent our first Age UK (STW) holiday with you at The Queens, and what a lovely time we have had... we could never have attempted a break without this kind of help from Age UK (STW).”  
*Llandudno Holiday client, Shropshire*

# Work & learning

“I really enjoyed the course and it got me started on something (computers) I had been fearful of attempting previously”

*Living Well IT class client, Shropshire*



**Our vision at Age UK Shropshire Telford & Wrekin is for those in later life to have the opportunity to participate in the economy and society, combining work, learning, leisure and family responsibilities in whatever way they choose.**

### **Intergenerational Project**

This operates in Telford & Wrekin and supports links between the older and younger generations, breaking down stereotypes and increasing trust and understanding. 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.

### **Volunteering and Volunteer Recruitment**

At Age UK Shropshire Telford & Wrekin we have around 800 volunteers who are the lifeblood of our charity. We rely on our volunteers to deliver the wide range of services provided to older people. Volunteering benefits local older people, but also the people who volunteer, as they have fun, feel appreciated, make new friends, widen their knowledge and have a rewarding experience. We have a wide range of volunteer roles ranging from day centre helpers, befrienders, benefits and advocacy volunteers, to administrative and reception duties, and mentoring young people.

### **Living Well IT classes**

Our computer classes are small, relaxed and friendly and are for absolute beginners. They run once a week for four weeks in Shrewsbury, Ludlow and Craven Arms. They are very popular, as we use volunteers to support people to learn how to make the best use of IT to improve their quality of life.



102 older people attended one of our IT classes

### **This year we have:**

- ➔ Involved 684 students and 336 older people in our Intergenerational Projects.
- ➔ Trained three gardening volunteers to work in schools in Telford.

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**OVER 1,000**  
VOLUNTEER HOURS ON



**INTERGENERATIONAL**  
**WORK**

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- ➔ Delivered the High 5 Project to older people in Telford & Wrekin in partnership with the health services.
- ➔ Produced a dementia handbook for use in schools, to explain the issue of dementia to young people and increase understanding. We have also produced a Dementia Education Card Game and Lesson Plan and promotional literature.

### **Case study: Volunteer Recruitment**

Ms A expressed an interest in volunteering with Age UK Shropshire Telford & Wrekin after seeing a poster advertising our need for befrienders in the Shifnal and Albrighton area.

Ms A is currently looking for part time work and has recently moved to the area so found herself with time on her hands as well as a desire to meet more people and help others.

After completing the application process we were able to match Ms A up with a local older lady who she visits each week for a happy time of chatting together and listening to music or walking round the garden.

In addition Ms A has also been helping with admin in our Telford office.

In her own words:

“I am much busier than a few months ago and I am so, so happy about that. My best decision was to join Age UK (STW) as a volunteer. I really enjoy both roles and this work can help me to be more self-confident and also not give up the jobsearch. Luckily I have had some interviews and I am sure that one of these will be successful. If it happens I would like to continue my volunteering anyway.”

## 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 IT classes 100% of our clients were satisfied with the service they received.

“Being 88 I find it difficult to remember without a lot of practice. I found the course very interesting and friendly.”

*Living Well IT Class client, Shropshire*

“Very good course. Every question asked was answered extremely well and the atmosphere was completely relaxed.”

*Living Well IT Class client, Shropshire*

“It was very enjoyable and the children very well behaved.”

*Older Intergenerational Project client, Telford*

“I thought it’s was brill because we get to talk to them.”

*Younger Intergenerational Project client, Telford*

## Case study: Intergenerational Project

Mr H wanted to volunteer but he was not sure what he wanted to volunteer for as he had always been a ‘hands-on’ person.

After a discussion with the Volunteer Recruitment Officer and the Intergenerational Project Officer he decided that being a school mentor using his gardening skills would suit him and he could pass on this knowledge to the children.

He has developed a garden with the school, enjoying this role so much he looks after the garden during school holidays.

“I am very grateful for my tutor's patience with a slow learner.”

*Living Well IT Class client, Shropshire*



Welcome

Improving later life  
Work & Learning

About us



# FINANCIAL SUMMARY

## Total Incoming Resources £1,843,364

- Voluntary income £334,341 (18%)
- Activities for generating funds £137,797 (8%)
- Income from charitable activities £1,345,505 (73%)
- Unrealised gain on investments £25,721 (1%)



During another busy year, our total incoming resources rose slightly to £1,817,643 (1.2%). Our investments gained £25,721 in value turning around the loss on investments in the previous year.

Donations and legacies income decreased by 10% to £87,860, in part due to the very successful Diamond Appeal winding down.

Local Authority Funding (Shropshire County Council) also decreased by 9.3% as expected, however along with funding from Telford & Wrekin Council local authority funding represented 49% of all income.

Funding from the two PCT's increased by 36% for activities regarding the newly introduced Clinical Commissioning Groups.

Our total costs increased by 6.3% to £1,829,043 reflecting the investment in extra staff resources to meet our new charitable activities; the headcount rose by the full time equivalent of six.

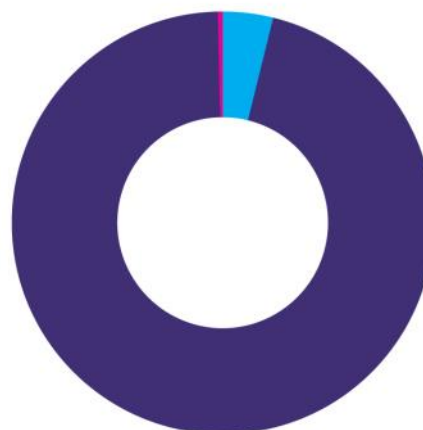
Despite a net increase of 6% in expenditure, the Charity managed to retain a surplus at the year end of £14,321 including the unrealised gain on investments. Total funds carried forward are £756,661, of which the majority are funds either restricted or designated for the continuation of charitable activities as designated in our Reserves Policy.

### Reserves Policy

The planned levels of activity for the immediate future can be funded from guaranteed funding and available reserves. Trustees have designated £355,000 of unrestricted funds to cover 2 months core service costs, provide a redundancy reserve and to meet current lease obligations and believe this offers a prudent approach to cover any uncertainties over future funding levels. The redundancy reserve includes £206,000, in case project funding is ceased.

## Total Expenditure £1,829,043

- Costs of Generating Funds / Trading £70,596 (4%)
- Charitable Activities £1,751,810 (96%)
- Governance Costs £6,637 (0%)



## Thanks to all our funders

Shropshire County Council  
 Telford & Wrekin Council  
 Age UK  
 South Staffordshire & Shropshire  
 Healthcare NHS Foundation Trust  
 Baron Davenport's Charity  
 Shropshire PCT  
 Telford PCT  
 Community Foundation for  
 Shropshire & Telford  
 Roy Fletcher Trust  
 The Albert Hunt Trust  
 Harry Tuffins  
 North Shropshire Supporters  
 Shropshire Masonic Association  
 Waitrose  
 Millichope Foundation  
 Rotary Club of Ironbridge  
 Westcroft Trust

**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.**

If you would like a copy of our full audited accounts please contact us:

Tel: 01743 233 123

Email: [enquiries@ageukstw.org.uk](mailto:enquiries@ageukstw.org.uk)

## **Trustees and Principal Officers 2012/2013**

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).

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

During 2012/13 two Trustees left the organisation. They are:

Maureen Peters  
Roger Sykes

### **Principal Officers**

<b>Chief Executive</b>	Heather Osborne
<b>Head of Finance</b>	Gina Spencer

<b>Patron</b>	A.E.H Heber-Percy, Esq, H.M. Lord-Lieutenant of Shropshire
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### **Patron for our Diamond Appeal**

Lady Forrester

### **Professional Advisors**

<b>Bankers</b>	Barclays Bank plc, Castle Street, Shrewsbury
<b>Auditors</b>	Dyke Yaxley, Old Potts Way, Shrewsbury
<b>Solicitors</b>	Wace Morgan, Belmont, Shrewsbury



## **Our Offices**

### **Shrewsbury Office**

3 Mardol Gardens  
Shrewsbury  
Shropshire SY1 1PR  
Tel: 01743 233123

### **Telford & Wrekin Office**

Meeting Point House  
Southwater Square  
Telford  
TF3 4HS  
Tel: 01952 201803

### **North Shropshire Office**

Heritage Centre  
12 St Mary's Street  
Whitchurch  
Shropshire SY13 1QY  
Tel: 01948 665317

### **Home from Hospital, South Shropshire**

Stone House  
Corve Street  
Ludlow  
Shropshire SY8 1DG  
Tel: 01584 878046

**Website:** [www.ageukshropshireandtelford.org.uk](http://www.ageukshropshireandtelford.org.uk)

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



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’

