

Improving later life

.....
2020-21 Annual Review



Welcome to Age UK Solihull's Annual Review 2020-21

Our **vision** is of a world where older people flourish, and our **mission** is to help improve the lives of all older people in the borough of Solihull.

Together with our trustees, staff, volunteers, partners and supporters we help make later life better for thousands of older people in Solihull.



Directors and Trustees

D C Mattocks (Chairman)

M D Way (Vice Chairman) (resigned 31.03.21)

L E Bourne

J Baynton

P J Oakley

S R Tomlinson

N C Robinson

P Chauhan (appointed 31.03.21)

SMBC Rep

Cllr Alison Rolf

Company Secretary

A F Hastings

Registered Office

The Core, Central Library Building, Homer Road, Solihull,
B91 3RG

Registered Charity Number

1055887

Senior Statutory Auditor

Mr J Seagrave FCCA

Statutory Auditors

Seagrave French LLP

SFHQ, 1 Poplars Court, Lenton Lane,
Nottingham, NG7 2RR

President's Message

I have been involved with the fantastic work of Age UK Solihull for many years now, during my time as Mayor of Solihull from 2019–21.

It has been an honour and privilege to see the hard work and dedication to help the elderly in our borough, and no more so than during these testing times as we have coped with the coronavirus pandemic.



Your work has been absolutely outstanding, and I am sure has been the saviour for many people who were forced to stay at home and shield for so long. From delivering food parcels to making regular phone calls, the continual support you have given people will have no doubt brought hope and light in what has been a very dark time.

I thank you for all your hard work and the huge positive difference you make to the lives of elderly people in Solihull.

Sending my very best wishes for a better year ahead.

Councillor Stuart Davis

Mayor of Solihull 2019-21

Chairman's Statement

While this report details the work of the Charity in 2020-21, we must also reflect on the catastrophic effects the coronavirus pandemic had on older people's lives in the borough and its ongoing challenges. With our hardworking teams of staff and volunteers, we were able to rise to the occasion and be there for the people who needed us. The Chief Executive Officer's Report explains in more detail the commitment given by the Charity over the past year.



We are very grateful for the level of support we received from many different sources during the year, which demonstrated true community spirit and a helping hand for those in need. The close working relationship with Solihull MBC has been exceptional in these difficult times.

This has been a testing year for Age UK Solihull and I am proud of the manner in which it adapted its work and indeed seemed to thrive in its efforts to be there for older and vulnerable people when it was needed. We were saddened that two members of staff succumbed to the virus and lost their lives prematurely. Our thoughts are with their families.

My thanks go to all our staff and volunteers, old and new, who continue to provide dedicated support in all our activities and without whom the breadth and depth of services could not be adequately provided.

Thanks also to those volunteers who serve as Trustees/Directors of the Charity, who continue to support the staff and volunteers by ensuring the effective operation and good governance required to run a charity.

D C Mattocks

Chairman - Age UK Solihull

Chief Executive Officer's Message

2020-21 has been a year like no other but Age UK Solihull are amazingly proud of the dedication shown by our staff and volunteers in responding quickly to the coronavirus crisis and ensuring that older and vulnerable residents of Solihull had what they needed right from the beginning of the lockdown in March 2020. The coronavirus pandemic has been a very frightening time for our clients, particularly those who had to shield and were left isolated when their normal support networks were breaking down.



As a result, we were inundated with calls from Solihull residents needing our help; in fact in the first 6 weeks alone, we saw an increase of 353% in contacts in and out of the main reception number.

Overnight many of our services were transformed from face-to-face contact to phone and other virtual contacts and those phones were very busy with literally thousands of befriending calls taking place on a weekly basis and for those most vulnerable, hundreds of daily welfare calls to make sure that people were okay. 117 new volunteers came forward to help our staff and together with many of our existing volunteers were soon engaged in doing shopping for people, delivering prescriptions and probably busiest of all, packing and delivering over 3,000 food parcels during the height of the first lockdown.

Throughout the pandemic our team of staff and volunteers turned their hand to any role that was needed to keep vulnerable people safe and well. Everyone worked flat-out not only to maintain the availability of their own services but to support the overall emergency response of the Charity. Our staff and volunteers are truly a flexible and highly skilled and resourceful team. The value of good partnerships came to the fore during this difficult time because we couldn't have done it alone, and we are very grateful to the many organisations and businesses who supported us in so many ways, with donations and practical help. We also had very welcome support from everyone at Solihull Metropolitan Borough Council and it was good to be able to work with them to meet the very pressing and urgent needs of the residents of this lovely Borough, with fantastic support from our local community.

Even now as we prepare this Annual Review on a year unlike any other in our experience, Age UK Solihull continues to respond to the coronavirus pandemic and provide support to older and vulnerable people in our local communities. The way in which we deliver our services has adapted throughout this challenging time, but older and vulnerable people and their health and wellbeing remain at the forefront of everything we do. For the reasons outlined above, it will be difficult to provide year-on-year comparisons for some of our services but the overall picture remains one of pulling out all the stops to ensure that Solihull residents had the best possible outcomes during this very difficult and unprecedented time.

Anne F Hastings
Chief Executive Officer

Employees as at 31st March 2021

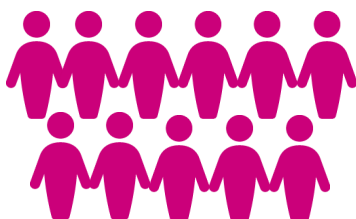
Management



Charity Shops and eBay



Community Advice Hub -
including Benefits and Debt



Social Prescribers/
Community Advice Hub



Older Peoples I&A



Winter Warmth



Direct Payments



Home Support Service



Postural Stability Instruction
and Linking People Together



Finance



Admin



Fundraising



Volunteering



Enabling People



**to get involved in shaping their world
so that it better meets their needs**

Highlights

We maintained a small on-site team at **The Core** throughout the pandemic, with the result that we were able to respond quickly to our **Age UK Solihull Enquiries Line**, which was inundated with calls from very distressed and frightened older people, especially in the early months. **2,010** people called this line, and **8,663** contacts were generated - more than double those in the previous years when **1,051** people accessed the service and generated **3,469** contacts.



The **South Solihull Community Advice Hub** operated via email and telephone without any face-to-face contact during the year, dealt with **3,361** people and generated **13,813** contacts. The **North Solihull Community Advice Hubs**, normally operating from the Library in Chelmsley Wood, was also closed due to coronavirus restrictions, but were still able to support and help **989** people.



Our **All-Age Benefit Services** (a partnership of Age UK Solihull and Solihull Mind) successfully claimed **£2,601,000** for Solihull residents (a slight increase on last year's figure of **£2,327,000**). Our success rate in supporting people to claim the benefits to which they are entitled remains consistently high bringing our total benefits and grants success for 2020-21 to **£2,670,000** (2020: **£3,277,000**), an impressive result given the additional difficulties in delivering the service remotely.



The **Direct Payments Information and Advice Service** was accessed by **98** new people this year and helped **347** people to manage their personal care budgets and find support for their care needs.



Our sub-contract with the **Disability Resource Centre (DRC)** to provide **Disability Casework** resulted in **141** clients accessing the service and our **Outreach Service** which by definition usually means face-to-face interactions, was still able to support **171** people by telephone.



The overall number of contacts in and out of the Community Advice Hubs in 2020-21 was **30,955**, a decrease of **13%** on 2019-20's figures of **35,418**, but nevertheless a big achievement given the restrictions placed on the services and demonstrates the efforts of our very hardworking teams in meeting the needs of the residents of Solihull.



The **Solihull Winter Warmth Campaign** has been delivered by Age UK Solihull on behalf of Solihull Council since 2008. This year the project recorded **2,427** contacts. In addition, the Winter Warmth Campaign distributed Government Winter Grants on behalf of Solihull Council, with a total of **£40,005** being awarded to households vulnerable to the pandemic for food, energy bills and other household essentials.



The **Energy Redress Scheme** awarded funding to provide energy related advice to Solihull residents to receive a switch comparison, make applications for grants, give support to reduce fuel debt and negotiate with energy suppliers and provide advice on how to be more energy efficient and reduce bills. The quarterly target of **62 households** directly supported has been more than **doubled** each quarter to date.



Promoting Positive Attitudes to Ageing



**by recognising the valuable
contribution that older people
make to society**

Highlights

Safeguarding Adults



Adults with care and support needs are amongst the most vulnerable members of society. Protecting them from becoming the victims of abuse is a responsibility that all our staff and volunteers take very seriously.

As well as ensuring that all staff and volunteers have relevant training and DBS checks in place, we are also committed to supporting the **Solihull Safeguarding Adults Board** and ensuring that the Voluntary and Community Sector is a key player in the prevention of abuse of older and vulnerable people in the borough.

Partnership Working

Age UK Solihull has a long standing reputation for working in partnership with statutory and voluntary sector colleagues in Solihull to achieve the best outcomes for our clients. We also work closely with our colleagues at Age UK and the Age England Association on our common goals and are also active members of the Age UK West Midlands Regional Board and Networks.



Research Project: older people's care and self-funding experiences



Age UK Solihull were the Community Partner to the University of Birmingham in a research project entitled *Older people's care and self-funding experience*. This research has been undertaken over the last three and a half years, alongside sister projects with the University of Brighton and the University of Lincoln, exploring how older people experience the process of finding and paying for personal care from their own resources in three very different local authority areas. 65 older people who were paying for their own care were interviewed, along with family members who support older people with paying for their care, and a range of care providers and social care professionals. An interesting part of the research involved a team of Co-researchers, all drawn from Age UK Solihull's volunteer database, with experience themselves of caring for older people. In this way, the research enabled the voices of older people to be brought very much to the forefront and we are very grateful to the Co-researchers who gave up so much of their time and expertise to this piece of work.

Older people who pay for their own care have been almost invisible in policy and practice so little was known about how they navigate and negotiate buying care in a complex and often fragmented care system. This research has resulted in a heightened awareness of the often poor experiences of self funders in Solihull and their significant impact on the local care market.

Supporting Older People



**through a wide range of services
delivered in the way
that older people want**

Highlights

Our **Linking People Together** service, with an overall aim of bringing people together and linking them back into the community, had an extremely busy year with almost double the number of new clients referred into the project: **424** in 2020-21 compared to **224** in 2019-20. This is not surprising given that so many older people were left isolated and lonely during the pandemic, particularly those in this cohort who needed to shield and found great comfort in the regular phone calls and daily welfare calls. The numbers of volunteers supporting the service also grew immensely from **140** last year to over **300** this year as Solihull residents responded so brilliantly to the call for help. Even these figures do not do justice to all the brilliant volunteer help we received with shopping, prescription collection, transport to vaccination appointments, vaccine site marshalling, welfare calls etc, and does not include the amazing support we had from the team at National Grid Call Centre, Edwardians RFC and Olton Cricket Club for which we were extremely grateful.



The **Older People's Information and Advice Service** provided specialist support to **774** older people, with **396** of these being new to the service this year. This specialist service is instrumental in ensuring that older people have all the information, support and advice they need to plan their future, especially concerning housing, care and independent living, together with a whole host of other issues which impact on older people every day of their lives.



Veterans in Solihull Not Forgotten was a new project funded by the Armed Forces Covenant Fund Trust, ensuring veterans had the help and support they needed in the height of the pandemic. It had a target of **200** veterans to be identified and offered direct support and despite the limitations presented by the pandemic, was able to support **272** veterans in the borough.



Working With and For Older People



**in very practical ways to
promote their health,
wellbeing and independence**

Highlights



Age UK Solihull's only chargeable service, the **Home Support Service**, provided **8,575** paid hours of support during 2020-21 but many more uncharged for hours of support to clients where full PPE was required, for example Winter Warmth deliveries of emergency heaters and quilts, emergency shopping and other essentials for those shielding. Non-essential tasks were suspended in March 2020, and reintroduced from July 2020 onwards. The service is designed to enable older people to remain living independently and includes activities like supporting housework, laundry, shopping, socialising and respite breaks for carers. In a normal year, we would expect to deliver approximately **14,000** paid hours of support to around **135** people.

The **Postural Stability Instruction Programme (PSI)** is one of the most successful falls prevention initiatives in Solihull and is the only evidence-based exercise programme that provides proven outcomes for frequent or recurrent fallers. We met our target for the year of **136** starters and despite all the classes being held virtually over the course of this difficult year, the results for those individuals taking part are above initial expectations and evidence the effectiveness and determination of the PSI team to maintain results.



We work with **South Central Solihull Primary Care Network (PCN)**, to provide a **Social Prescribing** programme for those isolated patients who need some support to integrate with the community and combat loneliness. **269** people have been supported since December 2019 when the programme started, more than double the target of **112** for the period. This relationship with the PCN also led to Age UK Solihull being able to support the Richmond Road practice with its excellent vaccination roll-out programme, by helping to get people to the venue and helping to marshal and support those arriving and leaving.

We are delighted to be working with the Public Health team and other partners to pilot a new **Digital Champions** project with the aim of supporting clients who are digitally excluded to learn digital skills. With so many services relying more heavily on digital communications, it is vital that more support is given to older people who have to date been excluded. Launching a pilot during lockdown with no face-to-face contact possible was challenging to say the least. It is testament to the determination of some amazing volunteers and their coordinator which has seen **12** volunteers trained as Digital Champions and **18** people learning a whole new skill set from scratch during the 6-month pilot.



Volunteers have been at the heart of our services this year, and in particular in response to the pandemic. **380** volunteers supported our services, including 8 who have been with the charity for over 20 years and 16 who have been with us for over 15 years.

How we raise our funds



Age UK Solihull's unrestricted income in 2020-21 was **£554,152** which was derived from our **charity shops** and **social enterprise** (including significant **grant support** due to coronavirus restrictions) and **donations**, allowing us to deliver on our core objectives of **improving later life**.

Highlights



Our charity shops were mostly closed during the year, due to coronavirus restrictions.

Sales and grant support at our shops at

- Hobs Moat Road, Solihull
- Hurst Lane North, Castle Bromwich

totalled **£93,056**

Income from our Home Support Services amounted to **£246,612**



Our Fundraising Team raised **£197,156**, of which **£180,556** was unrestricted.

With our usual activities not possible due to coronavirus restrictions, we were pleased with the success of our Christmas card sales and raffles, and Slip into Slippers. We received fantastic support from many local organisations and businesses, including QS Davisons, Paragon Finance, Countryside Properties, JLR and Knowle and Dorridge Ladies Circle.

Financial Review

In 2020-21, our total incoming resources were **£1,899,000**, and our total expenditure was **£1,630,000**. 91p in every £1 was spent on our charitable activities.

Income by source

Voluntary income **£185,000**



Retail **£93,000**



Charged for services **£252,000**



Income from charitable activities **£1,347,000**



Fundraising activities **£19,000**



Other **£3,000**

Charitable Expenditure - total £1,484,000

Enabling older people **£836,000** (56%)



Promoting positive attitudes **£5,000**



Supporting older people **£306,000** (21%)



Working with and for older people **£337,000** (23%)



Other Expenditure - total £146,000

Governance costs **£11,000**



Cost of generating funds **£135,000**





Age Concern Solihull trading as Age UK Solihull, started life as Age Concern Metropolitan Borough of Solihull in March 1983 in response to considerable research and strong evidence of the need for an organisation to provide services and to work in partnership with the local authority for the benefit of older people.

Age Concern Solihull is a charity - registration number 1055887. It is a company by limited guarantee, the company number is 3180062. The registered office is The Core, Central Library Building, Homer Road, Solihull, B91 3RG.

Age UK Solihull is a member of the Age England Association (which replaced the Age Concern Federation following the merger of Age Concern England and Help the Aged in April 2009). In September 2010, Age UK Solihull became a brand partner of the new national charity Age UK, with a shared commitment to working with older people, shared values and aims. In 2016 we agreed a new Brand Partnership for 5 years to 2021.

Today, Age UK Solihull is a medium sized organisation, employing 57 staff (full and part time) and has one of the largest volunteer help-forces (380+) in the borough.



Charity Number: 1055887