
A Year in Review

2016/17

Who are Age UK Suffolk?

For all service enquiries call
01473 351234

For fundraising and press
enquiries call
01473 298683

enquiries@ageuksuffolk.org
www.ageuksuffolk.org

Registered charity: 1085900
Company No. 4150543
Company registered by guarantee.

Age UK Suffolk are a local **charity**, and are proud to provide vital, and often life-changing services and support to many thousands of older people in Suffolk.

Our **mission** is to enable older people and their family carers to manage the challenges of ageing whilst retaining choice and control in their lives.

Our **vision** is a Suffolk where every older person is respected for their past, can enjoy their present and look forward to their future, knowing support is available if they need it.

1:10

One in ten people aged 65+ in Suffolk say that they are often or always lonely

10,666

We supported 10,666 clients with complex information and advice

£7.4m

We achieved a benefits gain for our clients of £7.4million

1/3+

Over one third of people aged 60+ are worried about the cost of living

65+

We have been supported by over 65 local businesses and community groups

30,000+

We supported nearly 31,000 older people with vital services and support

Our Year – a message from our CEO



Andrew Gardner

During 2016/17 the organisation had to face the reality of continued falling income and dwindling reserves and was forced to close some services and say goodbye to colleagues, both staff and volunteers alike. However, despite the financial challenges our staff and volunteers continued to deliver on our commitment to improving the lives of older people and we supported nearly 31,000 older people through all our services.

Through all the upheaval we maintained our focus on our core values and objectives:

- Supporting independent living
- Preventing loneliness and social isolation
- Helping to improve health and wellbeing
- Supporting people to live with dementia
- Enabling people to make informed decisions about anything that they need to improve the quality of their life

In February 2017 we found a solution to our financial uncertainty and we became a subsidiary of the national Age UK charity. This has secured our financial future and we are grateful to the individual members and the older people's clubs, associations and other organisations in membership who supported us to make this happen

This now gives us a firm footing from which to build the future, knowing that we have the backing and financial support of the national charity behind us, as we rebuild our reserves and aim to re-establish an independent membership in the future.

Andrew Gardner
Chief Executive Officer – Age UK Suffolk



Making sure everyone has a voice

Service Objectives

We believe that every older person has a right to have their voice heard. Throughout this year, Age UK Suffolk has continued to work as part of Total Voice Suffolk – a collaboration between local specialist providers to deliver **formal advocacy**.

Achievements

We have two part-time advocates who work as part of the service, and during the year, the team delivered 987 hours of advocacy and supported 71 people to have their voices heard in how their care, support and housing needs are met.

The Future

Following successful negotiation, the Total Voice Suffolk partnership were successful in gaining the contact to deliver advocacy for three further years from April 2017. We will continue to play our part in this productive partnership and provide vital advocacy support to older people, to ensure that they are supported to have their voices heard.

**71 people received
987 hours of advocacy
support**





Providing friendship to help combat loneliness and social isolation

A weekly call or visit can seem such a small thing to some people, however it can make a huge difference to a lonely older person.

Mary says:

The calls bring a breath of fresh air into my life.

Volunteer Neal says:

It gives me great satisfaction to use my time to make someone else happy, who is generally lonely, just for a short time during a week.

Service Objectives

There are over 15,000 older people in Suffolk who say that they are always or often lonely – that's 1 in 10 people aged 65 and over. We believe that everyone should have someone or somewhere to turn to if they want to. The possibility of loss of family and friends, diminishing health and activity, and the isolation that can be found in both urban and rural communities leads many older people to face the experience of loneliness.

Achievements

During 2016/17 our **Befriending Service** continued to support older people via weekly visits or telephone calls, all of which were delivered by volunteers. Sadly, because of funding reductions we have had to focus on delivering telephone befriending for new clients, but continue to support existing home visiting clients.

The theme of loneliness received much publicity with Age UK Suffolk supporting the national “No One Should Have No One” campaign – Christmas 2016.

Throughout the year, the befriending service was in contact with many older people, actively delivering a weekly service to over 246 older people each week.

The Future

We hope to be in a position to secure funding to reinstate visiting befriending in certain areas of the county, with a longer term view of offering a county wide visiting service in the future.



Time Out of the House

A family carer who attends the singing group at Otley with the person they care for says:

Thanks for another wonderful uplifting sing-along in the most beautiful cosy venue. We have been blessed and guided to you. We refer back to the songs throughout the month till we all meet up again.

Service Objectives

Having access to the right information at the right time is an important part of living well with dementia.

The purpose of the **Forget-Me-Not groups** is to offer monthly opportunities to meet others, share experiences and enjoy activities together – they are also a support network for carers for people living with memory problems.

The Chilton Club in Sudbury offers a specialist dementia day service, providing a safe, stimulating and fun environment for people with memory problems.

Achievements

During the year, four Forget-Me-Not groups were handed to their local communities or other voluntary organisations as was the original intention of the groups. We also started to offer ‘relax and reminisce’ sessions to other groups, always with a dementia friendly focus.

It has been a year of change in day services with the closure of four day centres. Despite these difficult decisions, the staff and volunteers have supported people in a seamless transition to take up other day service opportunities.

The Future

We will continue offering vital support to families living with dementia, through the Forget-Me-Not clubs and Relax & Reminisce sessions. The Chilton Club will continue to support older people with dementia in the Sudbury area.



Knowing there is always someone to turn to for help

Your help has taken away the worry of paying for heating bills and I'm now able to get more help when I need it. In general this has made my life less stressful. Thank you.



**10,666 clients gained
£7.4 million in benefits
through 11,718 pieces
of advice**

Service Objectives

Our **information & benefits advice service** provided essential assistance to older people and their family carers during the year, in two main areas.

Our benefits advice service gave free advice to enable older people to claim the benefits they were entitled to, increasing weekly income and giving people the opportunity to choose and pay for support to allow them to remain living independently.

Our information service gave valuable and impartial information about local services. The knowledge of what help is available, what it costs and how you arrange it, is essential if people are to remain living independently. Timely and correct information can also prevent the need for more intensive help from local Health or Social Care Services.

Achievements

Over this year, the two services (which operated separately over this year) answered over 11,000 quick enquiries and supported 10,666 clients with 11,718 pieces of complex information and advice.

Our benefits service achieved a total benefits gain for our clients of £7.4million – allowing independence and greater choice.

The Future

The benefits and information advice service will be joining together from April 2017. This will allow us to continue to deliver essential information and benefits advice whilst reducing our staffing team and costs.

The benefits and information advice service will merge from April 2017. This will allow us to deliver a simplified and more joined up service to older people.



Offering a helping hand

Service Objectives

We offer a **home help & companionship service**, providing friendly, reliable and trusted help in the home to help with light housework, shopping, meal preparation and companionship.

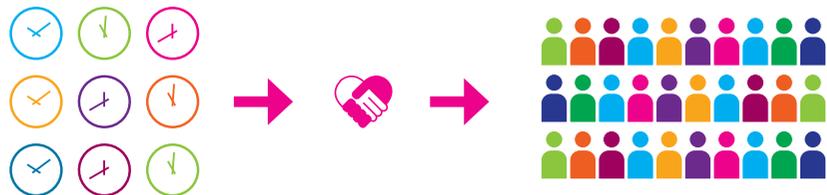
Achievements

Our Home Service continued to support older people to have choice and maintain independence through offering help at home with tasks such as cleaning, laundry and shopping. It also plays a part in reducing isolation and loneliness and provides a gateway to other Age UK Services. During 2016/17 our Home Service Assistants provided over 46,000 hours of support to people in their own homes, and started to include companionship as an extension of this service in certain areas.

The Future

The intention is to continue to increase our offering, with more companionship and food preparation being offered as part of the existing service.

We provided over 18,000 hours of home help, to over 500 clients each month, helping with day to day tasks such as shopping and light housework and often much a needed friendly face





What happens after a hospital stay?

Thanks to your assistance after her fall, my mother has gained confidence through your post-hospital service. She also now looks forward to a chat with her weekly befriender.



We have supported 398 clients after discharge and 688 through Early Intervention

Service Objectives

Our **Welcome Home from hospital service** aim to prevent avoidable hospital admissions as well as supporting patients upon their discharge from West Suffolk Hospital.

Our team work as part of the Early Intervention Team, escorting patients home and offering on-going re-ablement support if needed. This means that people who may have otherwise been admitted to hospital can benefit from crucial support enabling them to stay in their own home.

We also support patients upon discharge, particularly where they don't have the support of family and friends locally. We can assist with tasks such as shopping, cleaning and laundry for up to six weeks after discharge.

Achievements

Throughout 2016/17 we supported 398 clients upon discharge from hospital and were involved in preventing the admission of a further 688 clients through our work with the Early Intervention Team.

The Future

Following negotiation with Suffolk County Council and West Suffolk Hospital Foundation Trust, the future of this well-established and respected service was secured for a further year from April 2017, although reduction in funding meant we had to re-structure the staffing for the service.



How we raised money for our services & support



£91,129.93 raised in 2016/17 through our shops with the support of over 140 volunteers

Fundraising

Service Objectives

The fundraising team have a responsibility for ensuring that the public are aware of the services and support we offer, as well as generating vital income to support these services. Having a flexible and proactive approach to potential partners is essential.

Achievements

We worked with over 65 local businesses & community groups with fundraising, events & sponsorship. We delivered 13 of our own events, generating a profit of over £25k.

The Future

Our longer term objective is to generate the income needed to support all our services without the reliance of statutory funding. This will include corporate, community and trusts & grants programmes.

Retail

Service Objectives

Our network of seven shops across the county is a valuable source of income to the charity, as well as the high street brand that people respect and recognise. Two of our shops also house information & benefits advice help centres.

Achievements

The Ipswich furniture shop has proved successful, also offering collection, delivery and house clearance services. All shops stock a wide range of stock to suit all ages.

The Future

We will be increasing our retail offering with specialist stores and other ways to shop, including eBay and online sales.



Trading

Service Objectives

A key part of unrestricted income generation for the organisation is through its trading company, Age UK Suffolk (Trading) Limited, which sells **insurance products and services**, together with a range of independent living aids, in agreement with Age UK Enterprises.

Achievements

The trading team in Suffolk offers both a telephone and face-to-face service within the Ipswich and Lowestoft charity shops; these provide an important service for customers, and vital income for the organisation. The team has recently been boosted by a part-time insurance Arranger, to support the existing four members of staff at both offices.

The Future

The trading team is looking forward to working closely with the core services at Age UK Suffolk to promote all products and services available, particularly with the aim to grow income from the sale of the independent living products, generating vital unrestricted income to support the charity.

Age UK Insurance is arranged by Age UK Enterprises Limited and arranged and administered by Ageas Retail Limited, who are both authorised and regulated by the Financial Conduct Authority. Ageas Retail Limited is a sister company of Ageas Insurance Limited.

ACOSW2836V1JAN18



838 people visited our offices and 3,014 people spoke over the phone to us about their insurance or independent living needs



Volunteering



546 volunteers have contributed 48,000 hours of support

Volunteers have always been key to much of Age UK Suffolk's activity. During 2016/17 volunteers continued to support befriending, dementia services, day services shops and fundraising, to name but a few.

Volunteers contributed in the region of 48,000 hours of their time during this year. At the end of the year, the charity was supported by 546 volunteers.

Listening to our older community

A major report, commissioned by Suffolk County Council (SCC), was submitted in December 2016. The report was wide ranging and informed decisions about to be made by SCC in relation to the provision of support to older people in Suffolk. Further research was undertaken about the implementation and understanding of personal budgets. 350 people over the age of 60 were interviewed and individual case studies were undertaken.

Following this, a new Age UK Suffolk consultation was launched, to ascertain what support older people feel they may need, if they are willing or able to pay and, if so, how much they will pay for this support. Interviews began at the end of April 2017.

We also attended meetings of the Suffolk Co-production Network (SCONE), Ipswich Hospital User Group, Suffolk Older People's Council (SOPC), cross county Conferences and gave talks to various groups across Suffolk about the work of AUKS.

Thank you

This year we have organised a number of events and activities and we continue to receive invaluable support from local businesses, community groups & individuals.

While too many to mention individually, we would like to extend our grateful thanks to the many individual supporters who have raised funds or made a donation to us in the year, both financially and through gifts in kind. Your generosity is appreciated and essential to the ongoing work of the charity.



Financial review 2016/17

2016-17 was a tough year, income continued to decline, due mainly to a reduction in grant funding. Total income fell by £797k but costs fell further by £904k. Overall we generated a deficit in the year of £411k.

We have undertaken a further review of all our activities and have become a much leaner business allowing us to maintain our core services in Suffolk. However with continuing losses and reducing cash we were invited to become a subsidiary of Age UK in order to continue our operations. As a result our future is now much brighter.

Being part of Age UK provides us with liquidity and security for the foreseeable future. This combined with our own Income generation plans and cost monitoring will enable us to continue, enhance our support of older people in Suffolk and eventually achieve our medium term goal of reverting back to being a self-funding charity.

INCOMING RESOURCES 2016/17

Donations and legacies	123,878
Grants	872,131
Fundraising	112,342
Charity Shops	622,664
Trading income of subsidiary	142,734
INVESTMENT INCOME:	
Interest received	262
Rental Income	68,232
Income from charitable activities:	1,195,575
Total income	3,137,818

RESOURCES EXPENDED 2016/17

RAISING FUNDS:	
Charity Shops	707,568
Voluntary and fundraising	108,039
Trading expenditure	94,100
Charitable activities	2,639,292
TOTAL EXPENDITURE	3,548,999

Chair's Review



Anthony Sheppard

This has been a year of great change at Age UK Suffolk. Traditional sources of funding have become severely restricted. The public sector no longer has the resources available to grant to charities like ours and we will have to become much more self-funded if we are to continue our much needed services.

We are investing in fundraising and retail activities. We have carried out a thorough overhaul of the way we operate both in order to cut costs and to increase efficiency. We are receiving support from the national Age UK organisation. We are looking to partner with others to improve our services.

Meanwhile the demand for our services is ever increasing. The age of our population is rapidly escalating as we see the post war “baby boom” generation now entering retirement. Health resources are fully stretched and I believe that our mission has never been more necessary.

I feel honoured to Chair an organisation with such a proud history and record of service to older people in Suffolk. However if this is to continue we have to significantly change our funding model. This inevitably means change in the way we operate which itself puts stress on our staff and volunteers and I wish to take this opportunity to thank them for their tolerance and forbearance throughout the past year. Without them nothing can be achieved.

We are entering a new phase in the history of this Charity which holds exciting new prospects as well as challenges. Our aims and objectives remain the same and with demand for our services ever increasing so is our resolve to fulfil it.

Anthony Sheppard
Chair of Trustees, Age UK Suffolk



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The information contained in this guide,
can be translated and/or made available in
alternative formats on request.

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