

2018/19

A Year in Review

2018/19

Who are Age UK Suffolk?

**For information and
advice call
01473 351234**

**For service enquiries call
01473 359911**

**For fundraising and press
enquiries call
01473 298683**

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

Age UK Suffolk is a local **charity**, working with and for older people in Suffolk, to provide vital and often life-changing services and support to people, when they may not know where else to turn.

1:10

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

33%

By 2037, 1 in 3 of the population of Suffolk will be aged 65 or over

£3,008,773

We achieved a benefits gain of £3,008.773 for our clients

35,357

The number of hours of friendly, reliable and trusted support provided to people in their own homes

239

People benefitted from digital inclusion training through our tablet courses

68

People living with dementia enjoyed support through the Chilton Club



Andrew Gardner,
Chief Executive
Officer

CEO message

It gives me great pleasure to present to you our annual review for 2018/2019

With an increasing older population in Suffolk our services are required more than they ever have been.

We have maintained our focus on our priorities for the year which were agreed as:

- Support independent living
- Prevent loneliness and social isolation
- Help to improve health and wellbeing
- Support people to live with dementia
- Enable people to make informed decisions about anything that they need to improve the quality of their life

We provided products and services to 8,340 older people whilst improving the quality of our delivery as we attained the Charity Quality Standard and Disability Confident Committed Employer Status.

Financially, the organisation has done much to obviate the drop in income over recent years including the fact that from 31st March 2019 there will be no grant funding from any public agency when the current funding agreement with Suffolk County Council ends.

However, additional surplus needs to be generated to meet future funding requirements and you will see in this report how we went about trying to achieve this.

The financial challenges undoubtedly put pressure on our staff and volunteers but their dedication and compassion for our clients has never waned. They continue to focus on improving the lives of older people across Suffolk and it is a privilege to lead such a committed group of people. I cannot thank them enough for everything they do.

And to quote just two of the people we helped during the year...



“I would like to thank you for the efficient way I have been dealt with by Age UK Suffolk. I feel as though a great weight has been lifted off my shoulders.”

“Having more choice; enough money; being better informed and supported are all so important and make such a difference to everyday life.”



Making sure everyone has a voice



Service objectives

The Advocacy services provided professional advocacy for clients over the age of 55. The service supports clients who are unable to speak for themselves.

Achievements

We worked in a partnership called Total Voice Suffolk, which includes Suffolk Family Carers, Suffolk Users Forum, Royal Association of the Deaf, Voiceability, Ace Anglia and IMPACT. During the year, we supported older people to have their voices heard in how their care, support and housing needs are met.

The Future

Age UK Suffolk's involvement with this partnership ended on 31st March 2019.



One of our clients who received a birthday card from us said:

“It was the kindest thing anyone has ever done for me, I’m so touched. It means so much to me that I’m going to put it in a frame.”

Len says: “I miss having another person around. I like to be with people as it is lovely to talk.”

406 older people were talked to or visited by a volunteer befriender on a regular basis

Creating friendships to help combat loneliness and social isolation

Service Objectives

There are over 17,000 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 losing 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

Additional funding allowed us to reintroduce visiting befriending to the Kesgrave area of Ipswich and the team built good working relationships with local Good Neighbour Schemes and local businesses to enable us to increase options for older people, build on existing networks and encourage befriending as a volunteering option for more than just the retired. We worked alongside the Citizens Advice Bureau to spread the word about befriending through the Surviving Winter campaign. The introduction of birthday cards to those who receive a befriending service from us, proved to be a very popular and worthy initiative.

The Future

We plan to continue to expand the befriending scheme through telephone and additional areas of visiting befriending.





“Thank you so much for the care and enjoyment you give to my wife. She loves her days spent with everyone there and can’t wait for the next time.”

“You brought such happiness to Dad, we can’t express how much of a difference you all made to his life.”



The Chilton Club provided 3,024 sessions to 68 people living with dementia.

Time out of the house

Service Objectives

Having access to the right information at the right time is an important part of living well with dementia. The Chilton Club in Sudbury offers a specialist dementia day service, providing a safe, stimulating and fun environment for people with memory problems as well as offering vital respite for family carers.

Achievements

During the year, the Chilton Club received a complete redecoration thanks to the receipt of small grants and the donation of materials and equipment from a local builder’s merchant. The Club continues to hold regular events, often with a fun theme. These events give the opportunity for clients and family carers to join together and have fun together.

We held five fun event days to which we invited family carers. These have proven to be a very successful way to encourage families to visit and to become more involved in the service we provide for both their loved ones and themselves in respite and support.

The Future

As part of our charitable objects to support people to live well with dementia, we are planning to launch a Saturday Club to help those who have a new diagnosis of dementia, in a sociable, friendly environment with access to support and information when needed.



“He was diagnosed with dementia five or six years ago by our GP and kept functioning pretty well, with medication. His sense of humour is still good. When we come here together, I love seeing his enjoyment.

We go home singing in the car – together.”

Forget-Me-Not groups

Service Objectives

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 of people living with memory problems.

Achievements

Whilst this service was closed at the 31st March 2019 due to funding coming to an end we continued to support a variety of dementia friendly groups. The Forget Me Not Groups we ran in Aldeburgh, Kelsale, Otley, Woodbridge and Southwold supported 446 people. In addition, we supported 293 people in the groups in Stradbroke and Sizewell run by third parties. We worked closely with other individuals and organisations to enable local communities to take on the groups that we had started, to ensure that community support continued when our involvement ended. For example, the Community Nurse took over the group in Aldeburgh.

We provided group Relax & Reminiscence sessions to 168 people and launched one-to-one Relax & Reminiscence sessions in peoples own homes and delivered this to 15 people. Our Dementia Development Worker also promoted Dementia Friends whenever and wherever she could and signed up 206 new Dementia Friends within the year.



“Justine is a home help in the widest sense of the words – she notices things and helps with them, and her contribution helps a lot with running mum’s house and enabling her to remain at home.”



Offering a helping hand, in and out of the home

Service Objectives

We offer a home help and companionship service providing a friendly, reliable and trusted service providing assistance in the home to help with general housework, laundry, shopping, meal preparation and companionship both in and out of the home.

Achievements

We provided a Home Help service to 651 clients, with 35,357 hours of support. We introduced our “Never Walk Away” safety policy and expanded our service to include companionship and meal preparation alongside our traditional house work and shopping service. The 35,357 hours were made up of the following types of support:

House work	28792 hours
Shopping	5252 hours
Meal preparation	433 hours
Indoor companionship	433 hours
Shopping companionship	351 hours
Outdoor companionship	96 hours

We reported 87% customer satisfaction and introduced a range of process and system improvements to improve the quality of the service; this included payment by direct debit or credit card for all new clients. Our Home Helps completed wheelchair training and Dementia Friends awareness.

The Future

We plan to develop this service, enabling us to reach other areas of the county. We will continue to ensure that all our staff are fully trained, DBS checked and have undertaken Dementia Friends awareness.



“I would never have had the confidence to fill out the forms, I am and will always be very grateful, it has enabled me to go forward with my life.”

“Your help has taken away the worry of paying for heating bills and I am now able to get more help when I need it.”

We supported 4836 older people with complex and general Information & Advice.



Knowing there is always someone to turn to when circumstances change

Service Objectives

Our Information & Advice service provided essential assistance to older people and their family carers, often at a time when their circumstances may have changed and they did not know where to turn. The support we provided is in the form of valuable and impartial information about local services alongside benefits advice, enabling older people to claim the benefits they were entitled to.

Achievements

We supported 4836 older people with complex and general Information and advice. Benefits advice remains the main issue that older people come to us about and we secured £3,008,773 of welfare benefits for older people across Suffolk. We secured funding from Age UK from the E-ON grant to provide support for clients living in fuel poverty. A further 2211 people from Suffolk contacted the Age UK national information and advice line.

The Future

We are looking at continued funding solutions to enable us to provide a comprehensive Information & Advice service to older people countywide.



Retail & Trading

Service Objectives – Retail

Our network of shops across the county provide income to the charity. Two of our shops also house information & benefits advice help centres.

Achievements – Retail

Whilst we opened two new furniture shops very quickly we also unexpectedly had to relocate the existing Ipswich furniture shop.

We changed the focus of the Lowestoft shop to furniture sales to see if this would be profitable. However, this proved not to be the case and the decision was taken to close the shop. Three further shops were earmarked for closure due to their financial viability.

The Future – Retail

Discussions with Age UK are taking place on the potential to transfer the ownership of the remaining five shops. Age UK already have an infrastructure designed to support a major retail operation.

Service Objectives – Trading

Age UK Suffolk (Trading) Ltd arranges insurance and promotes a range of legal, financial and independent living solution products in Suffolk, through agreement with Age UK Enterprises. The commission earned from the sale of these products is donated by means of Gift Aid to Age UK Suffolk and the use of this income is unrestricted.

Only Age Co insurance and Equity Release products are authorised and regulated by the Financial Conduct Authority.

Achievements – Trading

Despite charitable services being cut as funding diminished the trading team have focused on delivering and growing the profit they can gift aid to the charity.

This directly raised unrestricted income for the charity by helping 264 older people with products and services.

The Future – Trading

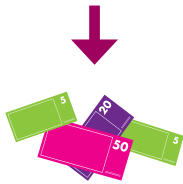
Age UK Enterprises are changing the way in which Lottery income is paid and to changes in the travel insurance product provider. Both of these changes and the impact of a reduction in product marketing and the absence of new product introductions put the future of the current trading business model at risk.



Fundraising

Vital income was raised through:

- **Events & campaigns**
- **Community fundraising**
- **Corporate fundraising**
- **Trusts & Grants income**
- **Individual donors**



“On that first Chinwag afternoon in April, I remember walking in feeling very anxious and nervous. This was the first time I’d joined anything in Ipswich on my own. No sooner had I got in the door and was looking around for somewhere to sit, then I spotted Geri. I asked if I could join her. She said ‘yes’ and we hit it off straight away.”

Service Objectives

The fundraising team deliver a programme of activity aimed at generating income to contribute towards the funding of core services through corporate and community initiatives, as well as seeking opportunities for projects and new areas of work, through trust & grant funding. The team also have a responsibility to ensure that the public are aware of the work of the charity, and how their donations can support our core services.

Achievements

We worked with 76 businesses and 27 community groups and parish councils, with charity of the year partnerships, fundraising, events and sponsorship, as well as continuing to raise the profile of the organisation in the Suffolk community. In celebration of our 70th anniversary, we launched our Platinum Friends scheme – a corporate membership platform which resulted in a Platinum Conference where 32 businesses came together to learn about issues impacting on business across the county. We reached 239 older people through delivery of tablet courses in partnership with Realise Futures, and 649 people through our Kesgrave Pop Up Chinwag – a monthly social befriending group. Through our participation in the national Big Knit campaign, we liaised with local knitters and knitting groups, who produced 25,000 hats, raising £7,030 for Age UK Suffolk.

The Future

We are planning to recruit a dedicated Individual Giving Officer to work with current and potential individual donors. We are reviewing how we, as an organisation, connect with our communities and how this can impact on fundraising and marketing opportunities and are looking to launch further monthly social befriending groups.



“Sam and I get on like a house on fire. She keeps me going. She is like a real good friend to me. I feel like a different person altogether.”

Volunteering

Volunteers are central to everything we do – they are our face in the community and their commitment, energy and skills help us to raise vital funds and deliver the services that we provide.

A total of 246 volunteers contributed 17,210 hours of support in areas ranging from befriending, dementia services, retail, fundraising events, community links and benefits advice, to providing administrative support at our Claydon office. In monetary terms, volunteers have provided the organisation with £141,000 of support (based on the National Living Wage).

The Future

We are planning to streamline our processes to make volunteering more accessible and also have plans to increase our befriending service across the county. This will enable us to support more older people who, because of their loneliness and isolation, need someone to talk to or visit them regularly.

246 volunteers have contributed 17,210 hours of support.



Thank you

Throughout the year, in addition to delivering our core services, we have hosted a number of events, organised activities and relied on the support of local businesses, community groups and 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 is essential to the ongoing work of Age UK Suffolk.

West Suffolk CCG
Suffolk Carers Fund
Port Community Fund
Platinum Friends
Suffolk Giving
Annie Tranmer Charitable Trust
Rotary Clubs
Realise Futures
Catalyst Fund
The Pargiter Trust Fund
Women & Girls Fund
Probus
Harwich Haven Authority
Enabling Communities
The Mutley Foundation
The Act Foundation
Suffolk Rural Fund

Businesses
Retirement Associations
Golf Clubs
Lions Clubs
Town Councils
Garden Owners
Parish Councils
Networking Groups
Schools & Colleges
Suffolk Community Foundation
Masonic Lodges
Individuals
Lunch Clubs
Knitting
Community Groups
The David & Jill Simpson Fund
Suffolk County Council
E-on

Thank you

Financial Review

As we had expected, 2018/19 was a challenging year as we continued to manage the decline in statutory funding, the continuing pension deficit and investing in income generation. Total income was £2,131,722 (2017/18: £2,117,437), a 2.1% decrease compared to last financial year whilst expenditure increased by 15.75% to £2,493,402 (2017/18: £2,154,037). The increase in expenditure was predominantly due to the planned investments that were made in retail and fundraising during the year. Before any actuarial gains or losses a deficit was recorded of £361,680 (2017/18: £23,400). After actuarial gains our deficit was £239,680.

We are currently a subsidiary of the national Age UK. Whilst this provides us with financial stability, we are continuing to invest in our income generating activities in order to return to financial sustainability.

INCOMING RESOURCES 2018/19	
Donations and legacies	247,755
Grants	285,090
Fundraising	66,229
Charity Shops	633,011
Trading income of subsidiary	105,966
INVESTMENT INCOME:	
Rental Income	20,837
Income from charitable activities:	772,934
TOTAL INCOME	2,131,722

RESOURCES EXPENDED 2018/19	
RAISING FUNDS:	
Charity Shops	978,870
Fundraising and donations	222,281
Trading expenditure of subsidiary	104,695
Charitable activities	1,187,556
TOTAL EXPENDITURE	2,493,402

BALANCE	-361,680
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Anthony Sheppard

Chair's Review

Supporting and improving the lives of older people in Suffolk remains our core objective. This can take many forms and our aim is to provide a wide range of practical support to as many people as possible within our financial constraints.

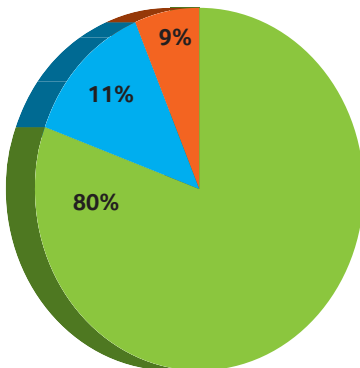
We are proud to be a recognised part of the “voice” for older people in our society as well as the provider of practical support. The recognition of older peoples needs has never been more important. As part of a national charity we are able to contribute to this and provide experience of local needs.

Fundraising of course remains a big challenge as it does for all charities. We see and experience every day the growing need for our services but remain constrained by financial resources. However it is this frustration that helps to drive us to use our resources more wisely and efficiently to maximise the benefits to older people.

The management of restricted resources inevitably involves ongoing change in the way we operate and this of course impacts on our staff and volunteers. We are very fortunate to be able to work with such dedicated people without whose commitment to our cause we could not operate.

And finally I would like to tell you that 81p of every £1 we raise goes on providing direct services, care and support to older people...

- Services & Support
- Admin & Governance
- Marketing



80%

Older peoples support and care

Providing direct services, care and support to older people

11%

Administration and governance

Ensuring we are properly managed and meet quality standards

9%

Fundraising and marketing

Raising the funds we need



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01473 359911

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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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