



2017/18

A Year in Review

2017/18

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

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

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Company No. 4150543
Company registered by guarantee.

Age UK 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

3,159

We supported 3,159
clients with complex
information and
advice

£4.3m

We achieved a
benefits gain for
our clients of
£4.3 million

1:3

One in three people
aged 65+ will have a
dementia diagnosis
by 2037

89

We have been
supported by 89
local businesses and
community groups

105,014

People reached
through our services,
shops & products

Improving the lives of older people across Suffolk – a message from the Chief Executive Officer



Andrew Gardner

During 2017/18 we started the process of rebuilding the charity and continued to deliver on our commitment to improve the lives of older people across Suffolk by reaching 105,014 individuals through our services, shops and products.

Our priorities for the year were as follows:

- 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 the things they need to improve the quality of their life

The management of the organisation was restructured to meet the financial challenges that it faced, and a plan developed to trade out of the deficit situation. This has meant putting more emphasis on income generation activities and focusing our resources in a way that balances service delivery with raising the money to pay for the services in the first place.

We continued to provide a range of front-line client services albeit in a more slimmed down form than in previous years. These included: advocacy, befriending, community consultation, home from hospital, home service, advice and benefits, a day service and forget me not groups for people with dementia.

In preparation for the next financial year the Board of Trustees agreed a new Business Plan and an investment budget that would see us increasing our unrestricted income from our fundraising activities and by expanding our retail offering by opening Home Stores.

This is a very exciting time for Age UK Suffolk and I would just like to finish by thanking our President, Lady Euston, our Trustees, Staff, Volunteers and supporters for their continued commitment to improving the lives of older people across Suffolk.

Andrew Gardner
Chief Executive Officer



Making sure everyone has a voice

Service Objectives

Our **Advocacy** service provides professional advocacy for clients over the age of 55, covering Independent Mental Capacity Advocacy, NHS Complaints, Care Act and Deprivations of Liberty. We work in a partnership called Total Voice Suffolk, which includes Suffolk Family Carers, Suffolk User Forum, Royal Association of the Deaf, Voiceability, Ace Anglia and IMPACT the service provides Advocacy across the County supporting those clients who are unable to speak for themselves.

Achievements

During the year, the team delivered over 1000 hours of advocacy to 70 clients, enabling people to have their voices heard in how their care, support & housing needs are met.

**70 people received
1000 hours of
advocacy support**





Providing friendship to help combat loneliness and social isolation

David said:

“a very nice woman to talk to. No matter how long I go out for, I come home and I am still alone - regular calls helps that.”

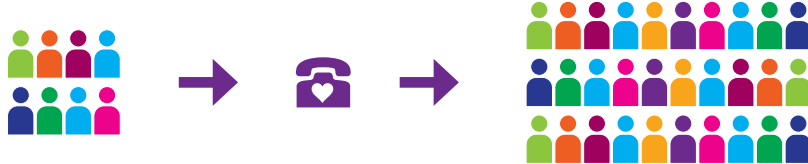
Service Objectives

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. 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

During 2017/18 our **Befriending** service continued to support older people touching the lives of 327 people, ending the year with 213 people being befriended by a volunteer befriender. Despite the fact that we were unable to offer new clients visiting befriending, it was particularly pleasing that so many existing volunteers continued to visit their clients. Our main focus for the year was delivering telephone befriending to existing and new clients.

327 clients were talked to or visited by a volunteer befriender





Time Out of the House

One social worker advised:



The Chilton Club provides specialist dementia support to up to 15 people each day

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 of 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

This year saw the start of a new Forget Me Not Group in Reydon running alongside existing groups in Aldeburgh, Kelsale and Otley. We introduced Relax and Reminisce sessions into two care homes and a small number of community settings such as local lunch clubs. Our co-ordinator gained a certificate in chair-based exercises enabling us to offer a greater range of support and we contributed to the wider dementia community through dementia friends sessions and the Dementia Alliance.

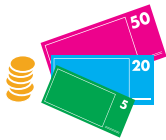
Throughout 2017/18, the Chilton Club in Sudbury supported a total of 68 individuals. More than ever before we received referrals with more complex issues combined with dementia, such as depression, strokes & isolation.



Knowing there is always someone to turn to for help

Dorothy said:

“Thank you so much – your lady was so helpful in making me realise what I was struggling with.”



We provided 3,159 complex pieces of advice, and handled 6,609 quick enquiries

Service Objectives

Our **information & 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

The newly formed joint service provided a holistic person centred approach by supporting clients to maximise their income by giving accurate benefits advice. Working collaboratively with other organisations in both the voluntary and statutory sectors, has enabled to reach as many older people as possible. The service has achieved a total benefits gain for clients of £4.3million, has answered 6609 quick enquiries and has supported clients with 3159 complex pieces of advice.



Offering a helping hand

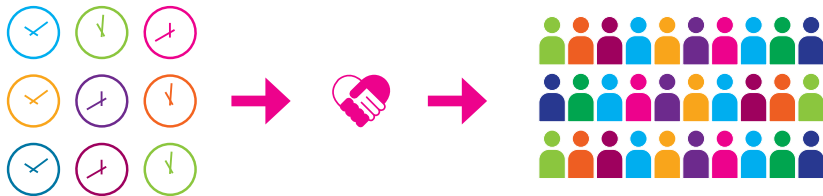
Service Objectives

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. We have also introduced food preparation and companionship as part of our service provision. During 2017/18 our Home Service Assistants provided 22,000 hours of support to 523 people in their own homes.

We provided 22,000 hours of home help, to over 523 clients each month, helping with day to day tasks that can be challenging to older people when their circumstances change





What happens after a hospital stay?

Service Objectives

Our **Welcome Home from hospital service** aims 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.



We have supported 600 people through hospital discharge and prevention of hospital admission

Achievements

We supported 600 people through hospital discharge and prevention of hospital admission through 2017/18.

The Future

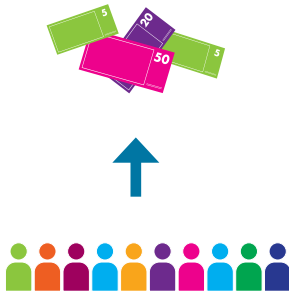
The management of this service was taken over by the Red Cross from April 2018.



How we raised money for our services & support

Vital income was raised through:

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



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.

Achievements

We worked with 89 businesses and community groups, with fundraising, events & sponsorship, as well as continuing to raise awareness of the organisation in the local community. We delivered 16 owned events and campaigns, generating income through all our fundraising activities of £97k. The team expanded in the latter part of 2017, to include dedicated trusts & grants resource, as well as additional fundraising officers and administration support. The fundraising and marketing functions were combined under one role, enabling the team to work more proactively and innovatively.

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

Despite being a challenging year for retail 2017/18 brought some positives developments. All of our shops have benefitted from a rebrand and interior/exterior decoration, including new window vinyls to reflect the services that the charity provides. We also saw the launch of our retail website.



Trading

Service Objectives

Age UK Suffolk (Trading) 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

The trading team in Suffolk offers both a telephone and face to face service within the Ipswich and Lowestoft charity shops, which provides an important service for customers, and vital income for the organisation. The team of five are all fully qualified and licensed to trade in all products included within the Trading Alliance Agreement.

ACOSW2948V2FEB19

1,274 people visited our offices and 3,523 people spoke over the phone to us about their insurance or independent living needs

SOURCE: AGE UK SUFFOLK
TRADING REPORT 2017/18





Volunteering

Volunteers have always been a vital part of Age UK Suffolk's activity, helping us make a difference to the lives of older people in Suffolk. During 2017/18 a total of 419 volunteers contributed 36,700 hours of their time supporting our services such as befriending, dementia services, shops and fundraising. If all this work had been completed by paid staff, it would have cost the charity over £412,875. The support of our volunteers is vital to the success and continuation of the charity and the services that we provide.

In 2018/19 we are planning to add to our volunteering roles by introducing an exciting new volunteering opportunity called **Community Links**. This will enable us to support older people in other ways, by sharing information and gathering feedback in the community.

419 volunteers have contributed 36,700 hours of support



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.

West Suffolk CCG
Town Councils
Parish Councils
Annie Tranmer Charitable Trust
Rotary Clubs
Retirement Associations
The Pargiter Trust Fund
Probus
The Brownlee Charitable Trust
Lions Clubs
Suffolk County Council
Schools & Colleges
The Act Foundation
The Mutley Foundation
Choirs
E-on

Businesses
Garden Owners
Networking Groups
Golf Clubs
Suffolk Community Foundation
Care Homes
Lunch Clubs
Knitting Groups
Suffolk County Council

Thank you

Financial review 2017/18

2017/18 was, as expected, a tough year with income continuing to decline, largely due to another reduction in public agency funding, coupled with a pension deficit. Total income fell by £960k but costs fell further by £1.395k – as a result we achieved a surplus of £23k for 2017/18.

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

INCOMING RESOURCES 2017/18

Donations and legacies	150,387
Grants	331,450
Fundraising	97,688
Charity Shops	573,419
Trading income of subsidiary	119,885
INVESTMENT INCOME:	
Rental Income	19,375
Income from charitable activities:	885,583
TOTAL INCOME	2,177,437

RESOURCES EXPENDED 2017/18

RAISING FUNDS:	
Charity Shops	709,895
Fundraising and donations	133,222
Trading expenditure of subsidiary	102,125
Charitable activities	1,208,795
TOTAL EXPENDITURE	2,154,037

BALANCE	23,400
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Chair's Review



Anthony Sheppard

Much has been achieved in the past year of which we should be proud but we cannot be entirely satisfied as there is always so much more to be done.

The need for our services continues to increase and is likely to do so as the demographic statistics demonstrate. State funded assistance for older people continues to shrink and the provision of services from the charity sector becomes more vital. Funding remains our biggest challenge and much effort continues to be spent on income generation. We have sought to replace our Local Authority grants with increased income from our retail outlets, which is not without risk and will take some time to establish. We have many plans to extend and broaden our services but have to be realistic about funding. Our staff and volunteers have become much more focused to being accountable for what we do.

We all feel the weight of responsibility both to those we seek to serve and for the sustainability of the services we provide. We are greatly assisted in this by our relationship with national Age UK and of course by the large number of volunteers who embrace our cause. In addition we have a hugely dedicated staff team who have experienced much change this year but whose perseverance and fortitude is inspiring and makes them a pleasure to work with.

Age UK Suffolk has shown a remarkable resilience to the changes and challenges it has had to face over the last few years and continues to display a strength of purpose and standard of care that should ensure its continuing success.

Anthony Sheppard
Chair of Trustees, Age UK Suffolk





HEAD OFFICE

14 Hillview Business Park
Old Ipswich Road, Claydon
Ipswich IP6 0AJ

Information & Benefits Advice

01473 351234

General enquiries

01473 351234

enquiries@ageuksuffolk.org

www.ageuksuffolk.org



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@AgeUKSuffolk

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

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