

Annual Review

2018–2019



Loving Later Life
in Sunderland

Introduction from the Chair and Director	3
Our Board and Other Offices	4
The Essence Service	5
Living Well Links	8
Living Well and Beyond Cancer	10
Social Focus	12
Hospital Discharge Service (HDS)	13
Front Door Service (FDS)	14
FDS Advocacy Service	16
FDS Community Support Clubs	17
FDS Keeping in Touch (KIT) Service	18
Digital Video Calling	20
ActivAge	21
Digital Health Inclusion Project	22
Meaningful Connections	24
Information and Advice Service	26
Joining Forces	27
Friends and Neighbours (FaNS)	29
LIFEStyle Service	30
Redwood Day Service	32
Activities and Events for All	33
Campaigning	34
Promotions and Marketing	36
Donations and Fundraising	38
Partnerships	41
Volunteering	44
News and Events	45
Acknowledgements	46

Introduction from the Chair and Director

This report demonstrates how Age UK Sunderland has supported older people in the City this year, how we work and the services we provide.

In addition to telling Age UK Sunderland's story in facts and figures, the report looks at how we are furthering Age UK Sunderland's fundamental purpose of promoting the wellbeing of older people across Sunderland by delivering a diverse range of high quality services to some of the most vulnerable people across the City.

Our Mission is:

To promote and support the wellbeing of all older people throughout the City of Sunderland, improve their quality of life and help them maintain independence.

As we moved into our 68th year, Age UK Sunderland has continued to remain dedicated to the delivery of a wide range of support services for the older people of Sunderland. Despite increasing financial constraints we provide much needed support to local people, with over 55,000 contacts from older people this year.

Times are very challenging for charitable organisations and many of us face uncertainty, however despite these challenges during 2018/19, Age UK Sunderland has secured funding to sustain many vital services and expanded service provision via the attainment of developmental funding to implement our new social prescribing programme, the Front Door Service.

Through the work of Age UK Sunderland, older people are better able to:

- improve or maintain their independence for longer
- feel less socially isolated and lonely
- improve or maintain their health and wellbeing
- make informed choices
- feel safe and more secure
- enjoy a better later life

As the Chair and Director of such a vibrant organisation, we are delighted and proud to be part of such a great team of staff and volunteers and we would like to thank everyone including our many partners across the city for their continued support in improving the lives of older people in Sunderland.



Graeme Miller

Graeme Miller
Chair of
Age UK Sunderland



Tracy Collins

Tracy Collins
Director of
Age UK Sunderland

Our Board & Other Offices

President	Her Worship the Mayor of Sunderland	
Patrons	Professor Peter Michael Fidler CBE, DL, MSc, RTPi Lord-Lieutenant for Tyne & Wear, Mrs Sue Winfield OBE Sir Thomas Allen, CBE	
Chairman	Mr Graeme Miller	
Vice-Chair	Mrs Patricia Robinson	
Hon. Treasurer	Mrs Susan Ritchie	
The Board	Mrs Carol Harries	Trustee
	Mrs Susan Ritchie	Trustee
	Mrs Ann Lawson-McLean	Trustee
	Mrs Dianne Hutchinson	Trustee
	Mr David Teasdale	Trustee
	Mr Roy McLachlan	Trustee
	Mr Matthew Jackson	Trustee
	Ms Kelly Chequer	Trustee - Commenced 27.09.2018
Director	Mrs Tracy Buck (née Collins)	
Company Secretary	Mrs Tracy Buck	
Solicitor	McKenzie Bell	
Auditors	Ribchesters	
Head Office	Bradbury Centre, Stockton Road, Sunderland, SR2 7AQ Tel: 0191 5141131 Fax: 0191 5670378 Email: enquiries@ageuksunderland.org.uk Website: www.ageuksunderland.org.uk	
Registered Charity No.	1086995	
Registered Company No.	4199449	
Area Offices	<p>Coalfields The Metcalfe Centre, Lee Terrace, Hetton-le-Hole, DH5 0AQ Tel: 0191 5269274 Email: coalfields@ageuksunderland.org.uk</p> <p>Washington All enquiries regarding Washington should be directed to Age UK Sunderland on 0191 514 1131</p>	

The Essence Service

Sunderland’s Dementia Hub for those in the mild to moderate stages of the condition.



By 2025, throughout the UK, just over one million of us will be living with dementia and over two million by 2051.

Source –Age UK

As the only charity in the country to attain the University of Stirling Award for its dementia friendly environment, our Essence Service has continued to develop and make a positive impact for people with an early diagnosis of dementia and their carers.

The service highlights the benefits of “Keeping the Essence” of those with a dementia diagnosis for longer linking individuals and their carers into mainstream activities and support.

Our Essence Service is dedicated to ongoing consultation with those with a dementia diagnosis and their carers to ensure the service is client focused and tailored to individual need. Our feedback clearly demonstrates that the service provides a high level of information, advice, activities and listening ear support which helps people come to terms with and accept a dementia diagnosis in an informed and supportive environment.

We are delighted that the service continues to receive funding from the Sunderland Clinical Commissioning Group (CCG) to help us carry out our vital work.



"I have learned more than I have ever learned in my life."

"The more I learn the better I feel."

"It's a lifeline."

"Thank you so much for your help before and after I lost my husband. Thank you."



Our dedicated staff team is based at the Sir Thomas Allen Centre in Doxford Park, providing tailored support plans for those in the mild to moderate stage of their dementia journey and their carers which are reviewed regularly. This includes setting goals and agreeing actions.

From April 2018 until March 2019, **1,624** people have accessed the Essence Service, of which **515** have been new clients.

In addition to providing information on dementia, such as behavioural changes and the different types of the condition, a range of other information and advice has been delivered to people with dementia and their carers, such as:

- maximising income and accessing benefits
- staying healthy and preventing falls
- information on community and residential care
- wills and power of attorney
- accessing social care assessments

1,624
people have accessed
the Essence Service in
2018/19

515
of which have
been new clients
in 2018/19

12
volunteers

Everyone is encouraged to engage with the Essence activity programme as evidence shows that keeping busy, stimulating the brain and socialising slows down the progression of dementia and maintains general wellbeing.

This includes:

- coffee mornings
- arts and crafts sessions
- movement and music
- reminiscence sessions
- independent living skills
- carer peer support groups
- men's groups
- iPad active sessions
- trips out to Beamish and other North East beauty spots

Sessions are held both at the Sir Thomas Allen Centre and at community venues throughout the City.

We have over **12 active volunteers** who support the service in a variety of ways. All volunteers are screened and DBS checked via the Age UK Sunderland Volunteer Co-ordinator.



Age UK National Maintenance Cognitive Stimulation Therapy pilot project

In September 2018, Age UK Sunderland was selected as one of seven Age UKs nationally to deliver a pilot MCST programme. Maintenance Cognitive Stimulation Therapy (MCST) is a weekly one to two hour long programme for people living with mild to moderate dementia.

Group members take part in meaningful and stimulating activities, proven to help maintain memory and mental functioning. The groups provide a fun, supportive environment where people can build new friendships.

Two MCST programmes were delivered between November 2018 and April 2019. Feedback from those taking part was that they noticed improvements in terms of language and speech.

BUPA 'Essence of a Carer' Programme

BUPA funding has allowed us to develop a ten week 'Essence of a Carer' course. The aim of the course is to improve carer wellbeing by giving carers the opportunity to have time away from their caring role where they can 'be themselves'. Although there is a focus on carer wellbeing, we are keen to incorporate as much practical information and support into the sessions as possible.

We are very pleased to be able to draw in additional funding for people living with dementia and their carers as this enables us to enhance their support.

Living Well Links

Support for local people who need it most

In Sunderland we know that only 3% of the population use over half the NHS healthcare budget and that doesn't include social care spending.

Funded by Sunderland CCG the Living Well Link Service works to support those people primarily in that top 3%, identified by their local GPs who:

- are 65 years old or over
- have two or more complex long term health conditions
- face social challenges as a result of their health such as not knowing their benefit entitlements or struggling to get out of their homes

The service continues to be a great success and our team are ensuring that the older people of Sunderland with long term conditions are supported to have a better quality of life within their communities.

The service is part of Sunderland's Community Integrated Teams (CITs) which enables older people to access better, more integrated care outside of hospital, thus helping to reduce unnecessary hospital admissions.

The aim of the Living Well Link service is to put people living in Sunderland in personal control of their health and wellbeing by linking them into community support.

The Living Well Link Service provides social support to older people in the identification of community assets and networks, with a dedicated Living Well Link Worker in each of the five CITs providing a City wide service, linking older people to the services in the community that can improve their health and wellbeing and support them to live as independently as possible.

The team act as a first point of contact to support older people in their homes, care homes and other community settings using a person centred approach which includes their families and carers to plan non-medical support that is based on the goals most important to them, ensuring older people receive the right support at the right time.

Between April 2018 and March 2019, a total of **862** older people were supported by the Living Well Link Service and a total of **1,050** referrals or signposts (including assisted signposting) onto other services were made.



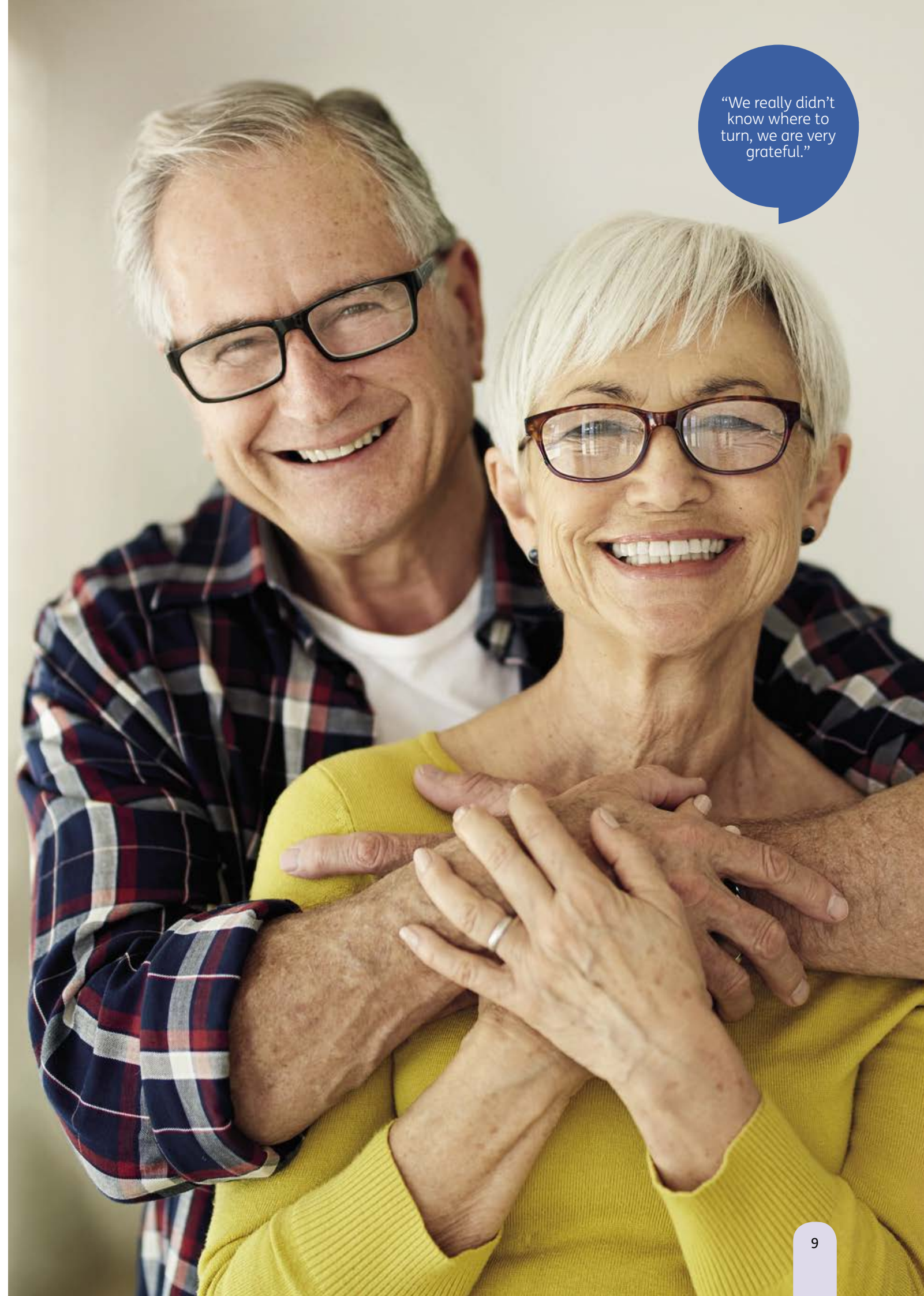
1,050

referrals or signposts
(including assisted
signposting) onto other
services have been made

862

older people have been
supported by the Living Well
Link Service during 2018/19

"We really didn't know where to turn, we are very grateful."



Living Well and Beyond Cancer

Supporting people to live better with and beyond cancer

Age UK Sunderland was successful in attaining funding from NHS England to implement a regional programme of work supporting those living with and beyond cancer.

It's a cause for celebration that more people than ever are surviving after a cancer diagnosis but the impact of cancer doesn't suddenly stop during treatment and when treatment is over. Living Well and Beyond Cancer is a national transformation project which aims to improve patient experience by introducing a combination of interventions that can improve outcomes and co-ordination of care for patients.

Age UK Sunderland are working to help improve the experience of people living with and beyond cancer by providing a range of interventions to support those affected to live well with their diagnosis. The project can support with:

- improved lifestyle choices and social support
- attaining help with dealing with the emotional impact of a cancer diagnosis
- financial advice
- access to activities to improve physical health
- advocacy services to give people with a diagnosis a voice

We want everyone who is diagnosed with cancer to live well after a diagnosis and believe everyone should experience high quality cancer care and support. This means receiving support in a way and place that works for the individual, tailoring support packages for people and those close to them and offer support to manage self-recovery.

The Age UK Sunderland's Living Well Link Team visit people living with and beyond cancer in their home or community setting and offer practical person centered holistic support interventions to help them feel more in control of their health and wellbeing. The team also attended two Health and Wellbeing events, providing advice and information on services available to support cancer patients.

A number of free exercises classes are part of the support given to encourage patients living with and beyond cancer to take back control of their health and wellbeing by making a positive change.

Between July 2018 and March 2019, a total of **300** cancer patients and their carers attended health and wellbeing events to improve their support mechanisms. **72** referrals or signposts (including assisted signposting) were made to patients onto other services.

300

cancer patients and their carers attended health and wellbeing events

2

volunteers

72

referrals or signposts made

"Very satisfied with the support and I feel happier."

Social Focus

A service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress.

3.6 million older people in the UK live alone, 1.9 million older people often feeling ignored or invisible with research finding loneliness can be as harmful to our health as smoking 15 cigarettes a day.

Source –Age UK

Funded by Sunderland CCG, Age UK Sunderland's Social Focus Project is a service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress.

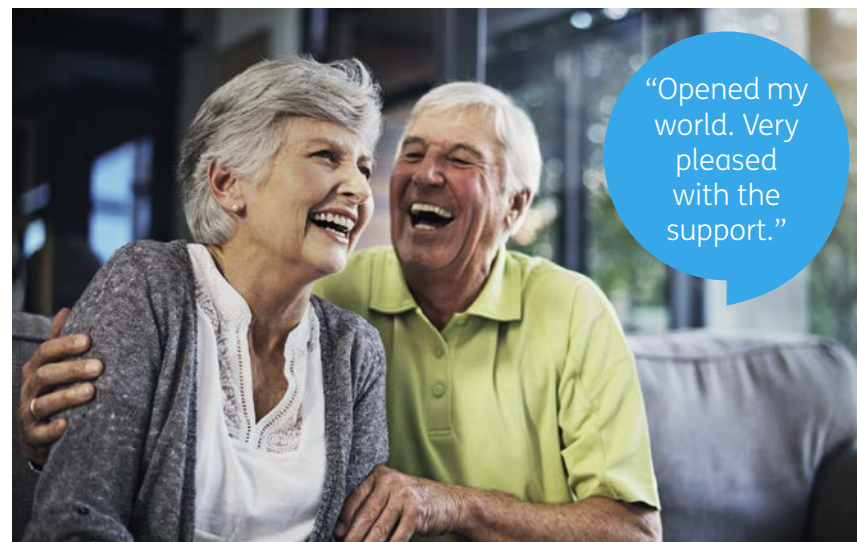
The aim of the project is to tackle social isolation and looks to reduce symptoms of mental ill health. The service has a Co-ordinator who delivers dedicated one to one support to individuals. Following referral, our Co-ordinator undertakes ongoing assessments to identify need in terms of social and mental health issues. The service also acts as a form of signposting and support looking to promote independence

to get people integrated back into their community.

Referrals for the service have increased throughout the year and the project has already documented a number of very positive outcomes. This year, over **295** people received support from the project.

The Social Focus Service is constantly progressing and finding new ways to tackle social isolation, within the last twelve months the project has supported new befriending projects to engage people in social activities as well as setting up new social groups to connect ex shipyard/colliery workers who would like to reminisce about the past and connect with old work mates.

The project has been supported by **6** volunteers this year who have carried out some fantastic work with clients resulting in improved wellbeing. The volunteers are also invaluable in helping us to help to combat loneliness and low level mental health issues.



295

people received support from the project during 2018/19

6

volunteers

Hospital Discharge Service (HDS)

Actively reducing the re-admission of older people to hospital

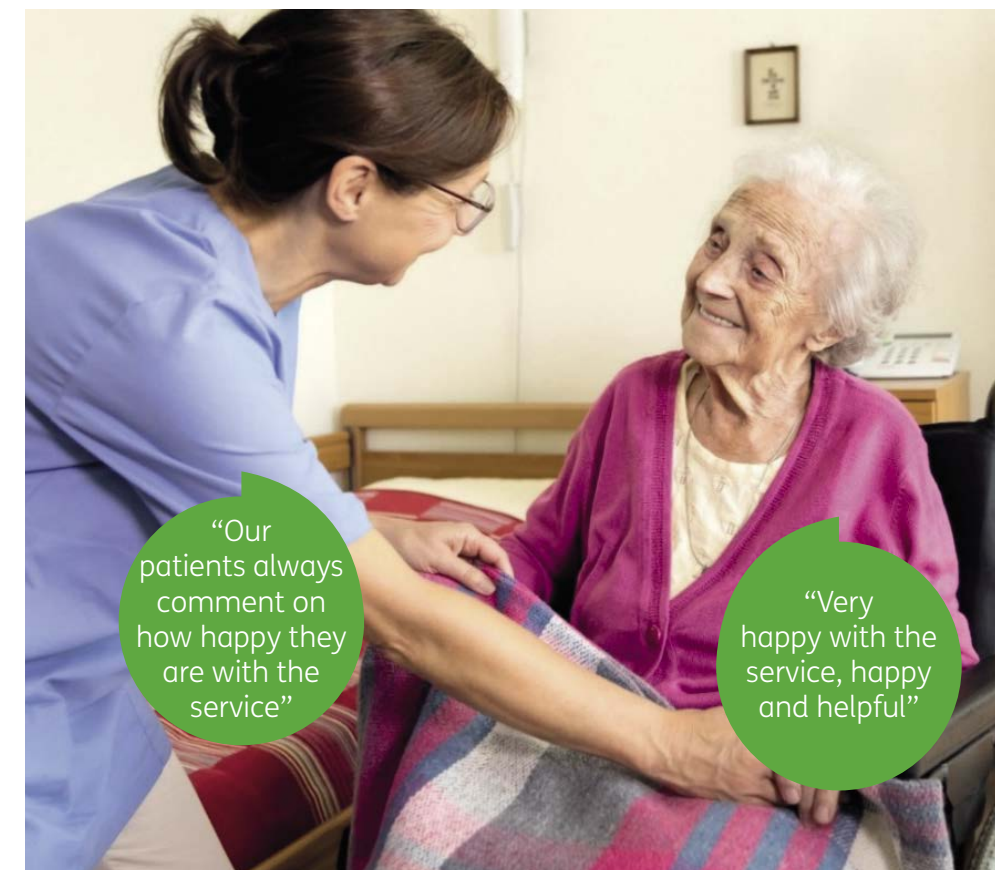
Based in the Discharge Lounge at Sunderland Royal Hospital and funded by Sunderland CCG, Age UK Sunderland's Hospital Discharge Team (HDT) continues to successfully operate as a service for all older people aged 60+. The HDT liaises with the Discharge Lounge and Hospital Wards who refer approximately 80 patients a month. The HDS has one main focus which is to prevent readmissions into hospital after an initial visit.

The team offers a flexible range of advice and support within the home. Working with patients for up to three weeks after discharge. The service includes assisting to prepare meals, helping with light domestic

work, shopping support, signposting and making referrals. Some clients require ongoing support after the initial three week intervention who are then referred to other services to support the individual on a longer term basis.

The HDS have once again had a very busy year and continue to provide the service Monday to Friday each week. The demand continues to increase due to the value of the service to clients following discharge from hospital.

During 2018/19 the HDS **supported 299 older people** throughout the City of Sunderland and continues to build good support mechanisms with other professional services and organisations to ensure older people receive a variety of support interventions.



80

patients visited on hospital wards in a month

299

older people supported

288

new referrals

676

home visits

Front Door Service (FDS)

Enabling older people to stay independent longer

Funded by Sunderland City Council & NHS England, Age UK Sunderland’s social prescribing programme the FDS was implemented in November 2018. The service provides low-level tailored support to enable older people to stay independent for longer in their local community.

The FDS offers a single point of contact and extends access to information, early interventions and flexible low-level community-based support to adults who do not require intensive or specialised care or support interventions from statutory services.

The interventions are provided by a team of Front Door Living Well Link Workers who are supported by the wider FDS infrastructure. The team work directly with the older person as an interface supporting the referral process in to health, housing, social care and voluntary/community services.

The wider FDS infrastructure includes Age UK Sunderland’s:

- Advocacy Service
- Information and Advice Service (income maximisation)
- Community Support Clubs
- Keeping in Touch (KIT) Service



“Thank you for all your help. You have gone above and beyond to help us”

“I go to two different Community Support clubs and feel like a different person. The support I received was marvellous.”

“I always feel less stressed and more relaxed after your visit. THANK YOU”

“If my wife could see me now she would not believe the things I am doing. The Front Door Living Well Link Worker has helped me and for that I am very grateful.”

Since November 18 the interventions provided by the Living Well Link team have shown significant increases in the wellbeing and confidence of older people and in their interactions within their local community.

Over 40% of clients who accessed the FDS needed support to become more

independent as well as having choice and control over their health. 56% of clients reported they needed support to establish social interactions and support networks.

During November 2018 to March 2019 the FDS Living Well Link Workers have supported over 300 new people to reduce their loneliness and social isolation.



300
new referrals from November 18–March 19

£32,839
(from November 18 via the Front Door Service)

FDS Advocacy Service

Assisting older people to enable them to find their voice

Funding from the Big Lottery enabled the implementation of Age UK Sunderland's Advocacy Service which is accessible to everyone aged over 50 and is the only one of its kind in the City.

The service is free of charge and provides assistance to people who are experiencing difficulty with resolving issues. The Advocacy Service aims to resolve problems ensuring that the client's voice is heard, avoiding negative impact on an older person's health and wellbeing.

Our two professional advocates work with volunteer advocates to liaise with and support the older people of Sunderland through a range of disputes. The advocates provide a selection of options from which the client can determine their chosen pathway.

The Advocacy Service is essential in ensuring that every older person has a voice to obtain the support they need to be able to speak up for themselves.

Often in later years, especially when people are moving through life transitions such as bereavement and health issues, life can often prove to be complex and challenging.

During 2018/19 the Advocacy service is here to understand and enable older people to manage this transition and this year alone has **supported 385 clients to resolve nearly 400 issues.**

The Advocacy team has attended community events and provided outreach surgeries to promote and raise awareness of the service.

385
people supported

400
issues resolved

2
volunteers



FDS Community Support Clubs

Reducing social isolation

Our Community Support Clubs bring people together to socialise with friends old and new and at the same time offer the opportunity to join in with activities and enjoy a nutritious meal.

Typically meeting once a week, our Community Support Clubs run from Monday to Friday in Sunderland central, Washington and the Coalfields areas offering attendees the opportunity to meet likeminded people while having fun, staying active and sharing common interests.

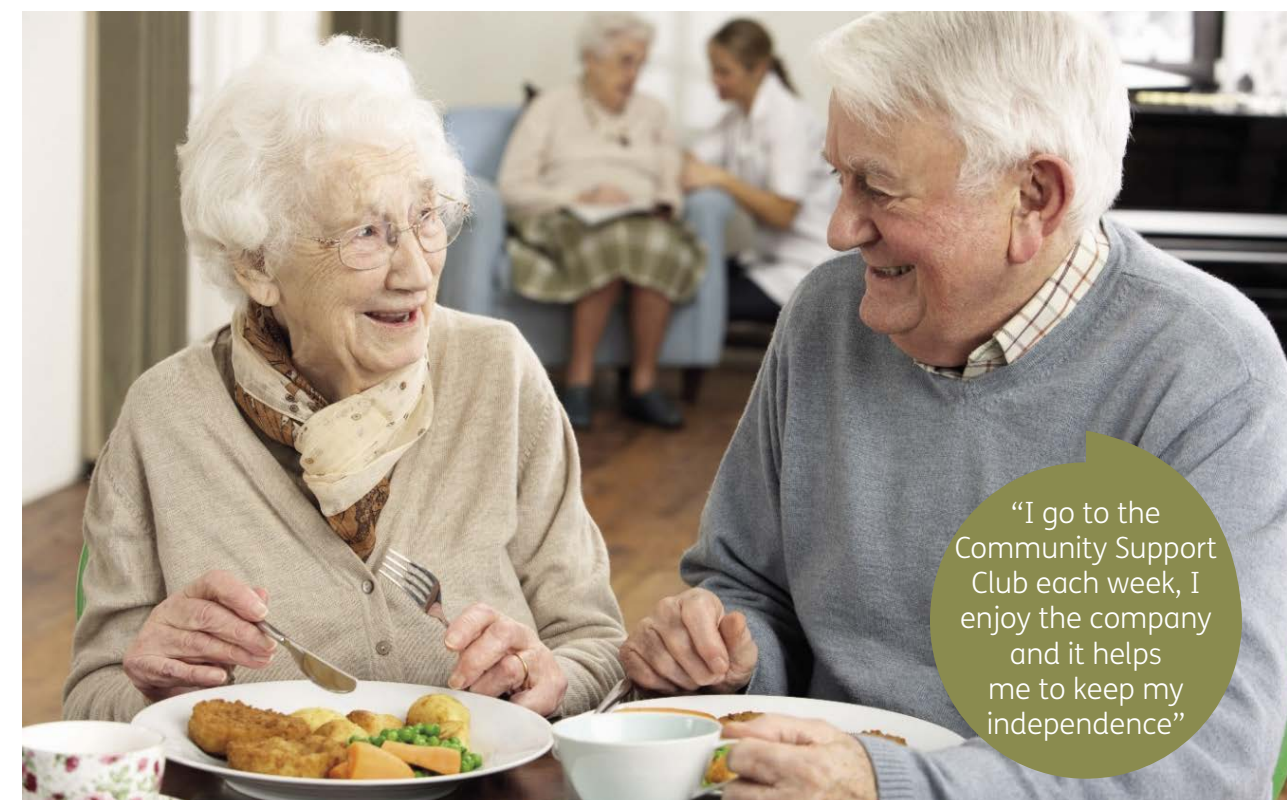
We provide a total of **31 Community Support Clubs** which are held in a number of venues across all five localities of the City. On average around **500 people attend clubs each week.**

All the venues are welcoming and comfortable and run by our dedicated and friendly Age UK Sunderland volunteers who, as well as providing support, offer regular refreshments throughout the day.

Through attending we hope to help older people to:

- lead healthier and happier lives
- tackle loneliness
- get active
- stay independent for longer

31 community support clubs
500 attend every week
55 volunteers



FDS Keeping in Touch (KIT) Service

Good company, good conversation

Good company and conversation is enjoyable and important for our wellbeing. However, as we grow older we can often experience times of loneliness and isolation. This can happen for a variety of reasons – bereavement, family living away, being housebound, etc.

Research has shown that loneliness can have the same negative effect on health and wellbeing. Additionally, social isolation and loneliness can contribute to anxiety, low mood and depression.

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our KIT support which is part of our Front Door Service. It is a simple, straightforward way for friends to have a catch up and a chat but additionally it can prevent people from potentially reaching a crisis point.

Our team of friendly, dedicated volunteers are in weekly contact with many older people across the City to provide social interaction either with a home visit or a regular telephone call.

Information is gathered about hobbies, likes and dislikes, even the person's previous employment to ensure whenever possible, just the right volunteer can be matched to the client. Our volunteers often get as much reward from delivering the service as the clients do in receiving it.

This year, our 54 home-visiting volunteers made almost 2,864 home visits to 73 clients and 33 telephone volunteers made 8,962 telephone calls to almost 217 clients.

As the demand for this free service continues to increase we are actively looking to grow our team of volunteers in order to support many more lonely people. In addition to our current face to face and telephone befriending service we are developing a digital model. KIT Digital Connections will offer clients the opportunity to chat to friends and family using one of our tablets and associated software, supported by a volunteer.

2,864
home visits

87
volunteers

8,962
telephone calls

"I would like to thank Age UK Sunderland for the help, support and friendship shown to my mother. The volunteers weekly visits were a highlight of mam's week."



Introducing Digital Video Calling to our Keeping in Touch (KIT) Service

Bringing family and friends close into view.
Just a few clicks – and they’re there with you.

It’s so nice to stay in touch, and all the more ‘real’ when a smile or a gesture is there on your screen while you talk about your day to family and friends.

We are delighted to announce this exciting new ‘digital’ project which introduces video calling to isolated older people in the City expanding upon our established KIT telephone & befriending service, we have introduced a ‘video calling’ service, so that the office based service becomes not just a friendly voice’, but a ‘friendly face’ too.

Older people are supplied with Android tablets from our dedicated device library, with built in ‘Data’ for internet access, on loan for up to eight weeks. Ongoing support and advice is available should older people wish to purchase their own tablet at the end of the loan period.

The android tablets have been customised with a simple user interface for ease of use.

As well as the opportunity to receive a weekly video call from one of KIT volunteers, training and support will be provided to encourage users to video call family and friends via the ‘Microsoft Messenger’ application.

This is particularly special when family live abroad, or on holiday perhaps, and they may wish to share some of their experience by video calling or sharing pictures and messages of their holiday.

The service is delivered with a paid member of staff supported by a number of dedicated volunteers who are recruited specifically for this role.



ActivAge

New Activities, New Friends, New Beginnings

Our ActivAge service continues to provide activities which concentrate on the physical aspect of wellbeing; such as tai chi, yoga, line dancing and seated exercise as well as exercise for the mind, through taking on the challenge of learning how to use a computer/tablet, a new language, or painting with watercolours.

One of the greatest gains that any older person can make when attending a class is the creation of a new friendship group. Attending an ActivAge class set in a friendly

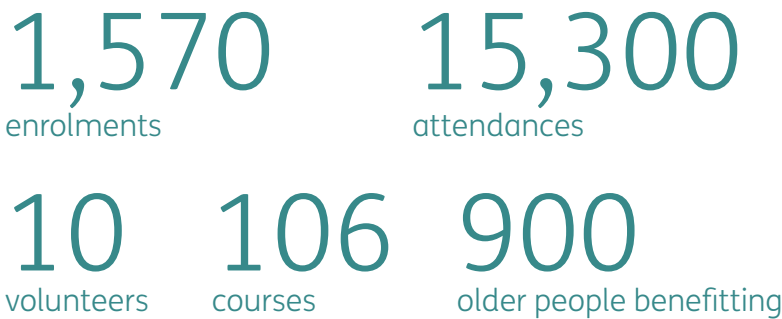
and welcoming environment often provides much needed respite from the effects of social isolation and loneliness.

We ensure ActivAge offers a very flexible programme of activities and interests to suit all types of interests and needs delivered by experienced tutors and volunteers.

Courses and activities in 2018/19 have included:
Keep Fit as a Fiddle
Gentle Seated Exercise
Tai Chi, Yoga and Pilates
Line Dancing and Dance Fit
Holistic Therapies & Stress Management
Digital Inclusion for Health
IPad/Android Tablets & Social Media; Money Matters & Online Shopping
Computer: Microsoft Basics; Computer Drop-in
Family Tree Online
Calligraphy
Watercolours
Spanish, German and French
Ukulele
Music Making & Appreciation
Knit, Stitch, Chit `n` Chat
Thursday Get Together
Friday Friends and Scrabble
Photo Restoration



During 2018/19 we successfully achieved:



Digital Health Inclusion Project

Step into a world of discovery

2018 saw the launch of an exciting and innovative pilot project funded by NHS England targeting digitally excluded older people and introducing them to the world of digital technology.

The service which ran until early 2019, taught digital skills on iPad, android tablet or on laptops, in a classroom setting, or one to one in a person's home where the individual was unable to attend a class due to health or mobility issues.

In addition to teaching digital skills, the project had a strong health focus to support people to register for 'online' GP services together with learning how to find reliable

and accurate health information from a number of 'trusted' health websites.

Supported by Age UK Sunderland's Digital Health Officer, and a number of trained volunteer digital champions, 71 participants took part in detailed information sessions covering:

- use of a touch screen
- set and change personal settings
- apps\notifications
- surfing the internet
- staying safe on the internet
- completing online forms
- registering with GP
- finding safe health information

Evaluation mechanisms were in place to 'measure' individual learning throughout the process and significant improvements in digital skills were attained by the learners, demonstrating that the project has been a great success.

A good proportion of learners, encouraged by their learning experience, signed up for further digital classes when the project came to an end.

The Age UK Sunderland pilot, overseen by the 'Good Things Foundation' experts in digital learning, was part of wider national funding for similar digital exclusion pilots and has attracted external interest from other areas in the country wishing to learn from Age UK Sunderland's project as an example of good practice.



71
participants

85
total number of sessions

47
home learning sessions

11
volunteers

Meaningful Connections

Promotes the inclusion of older marginalised and underrepresented groups including LGBTQ+, and isolated men, supporting groups to make meaningful connections, reducing loneliness and isolation and enabling connectivity in the wider community.

In March 2019 our Meaningful Connections Co-ordinator came into post. Older people from marginalised populations including the LGBTQ+ community and older men, are much less likely to access support services. This is despite experiencing significant health inequalities and challenges in later life such as loneliness, poor mental wellbeing, and increased concerns/worries about growing older.

It vitally important that we assist people to access appropriate information and support to promote positive ageing and improve access to services, through both age and culturally appropriate support.

Meaningful Connections facilitates the integration and inclusion of disengaged older communities into mainstream support ensuring all older people in Sunderland are able to love later life. We are achieving this via our:

Men in BIG Sheds Project

Delivered in partnership with the North East Land Sea and Air Museum (NELSAM), Men in Big Sheds is a social, learning and wellbeing project targeting older men in Sunderland who are or at risk of social isolation, loneliness and ill health.

Weekly group sessions held at the NELSAM provide volunteers with the opportunity

to learn to restore and renovate the museums artefacts and meet likeminded people along the way. Men's Health related workshop are also delivered.

The project's core aims are to support older men to:

- reduce feelings of loneliness and social isolation
- improve health and wellbeing and have increased knowledge in self-health care
- learn new skills and develop hobbies
- access wider support services
- feel more connected to their local community

LGBTQ+ Project

This project delivers tailored one-to one support to older LGBTQ+ people who experience low level mental health needs,

including loneliness, anxiety and depression and encouraging social participation through a preventative and enabling approach to loneliness.

The project aims to:

- reduce social isolation and loneliness
- increase social connections and community belonging
- encourage community involvement by empowering and supporting people to establish their own independent self-sustaining networks

In addition, Age UK Sunderland is working in partnership with the Sunderland Pride Group to empower the older LGBTQ+ community to contribute to the design and development of the Sunderland Annual Pride event ensuring it is inclusive to and representative of the older population.



Information and Advice Service

Helping people to claim their entitlements

Age UK Sunderland's Information and Advice Service provides a free and confidential service which is a much needed support to older people across the whole City. We provide help with checking client benefit entitlements, offering advice on how to claim and assistance to complete benefit forms.

The Information and Advice Service ensures those claiming welfare benefits are receiving the full allowance they are entitled to. The service also signposts clients and provides information to mainstream services and community care matters. We provide a combination of telephone advice and home visits to clients.

The Information and Advice Service has proved successful over this last year in maximising client's income via benefit entitlements. This enables older people aged 50+ on low incomes to help improve their general health and wellbeing.

Through better access to benefits older people are able to reduce their sense of isolation and loneliness, the service has empowered people considerably by reducing the day to day concerns about living costs.

The benefits have also improved client wellbeing aiding and assisting them to participate in social activities. During 2018/19 the service has **supported over 468 people to apply for £310,379.48 back dated benefit arrears and £1,709,435 in additional benefits.**



468

people supported in making claims

£1,709,435

in additional benefits

£310,379.48

back dated benefit arrears

Joining Forces

Support for our veterans

The Joining Forces Information and Advice Service has developed in partnership with other Age UK's in the North East.

The Joining Forces North East Consortium consists of four Age UK 'brand partners' including Age UK Sunderland in partnership with SSAFA (Soldiers, Sailors and Airmen's Families Association), Royal British Legion (RBL) & the North East Veterans Network. The North East Consortium is delivering an Information and Advice Service to Veterans (ex-Services) through identified needs and responses to those rudimentary requirements.

The North East Information and Advice Service are delivering to Veterans through a guided conversation approach, many of the veteran's responses identify a generic offer which is available locally to all older people. A generic offer through the North East Consortium can reduce the fear of stigma and enhance the feeling of belonging to a community.

Older Veterans have articulated that the specialist organisations like Age UK Sunderland provide more support and focus on working age veterans. Helping with their transition from the armed forces and that more practical support with solving problems.

The Information and Advice Service is offering face to face, one to one support focused on mental health and wellbeing, loneliness and isolation in later life. The partnership continues to identify Veterans on lower welfare benefits to support them to maximise their income and raise awareness of the issues affecting Veterans. The Joining Forces Co-ordinator has attended five events meeting over 330 veterans in the last year. The Joining Forces initiative has offered information, advice and support to over 400 Veterans, Carers and family of veterans throughout the year.



During 2018/19:

400

veterans, carers and family of veterans supported

330

veterans have been met by our Joining Forces Co-ordinator over five events



“Volunteers are invaluable, offering 1-1 support, volunteering is a good basis for building friendships and companionship”

Friends and Neighbours (FaNS)

Supporting our care home residents across the city

The aim of the FaNS project was to work with families, friends, providers of services, the voluntary and community sector and local businesses to maximise residents' quality of life according to their individual needs and wishes.

The project also helped support meaningful and sustained links between Care Homes and communities. This process through increased social participation within Care Homes helped to increase mental and emotional wellbeing of residents.

Age UK Sunderland is delighted by the positive impact the FaNS Programme has had including the overwhelming community buy-in from Care Home staff, FaNS Volunteers and Care Home residents.

The initiative has ensured Care Home residents maximised their quality of life including having meaningful connections

with their community, creating a positive platform for learning, resources and best practice which was shared across Care Home networks.

The FaNS project has been an overall success as it has provided the resource to develop effective relationships with the **23 participating Care Homes** across the City. It has offered an opportunity for Age UK Sunderland to increase its **number of volunteers, as over 20 were involved.**

FaNS also provided training and much needed resources to extend the activity offer within Care Homes, and has established a much needed Care Home network group across the City for Activity Coordinators to share skills and experiences to enhance the quality of delivery and opportunity to Care Home residents.

23
care homes involved

20
volunteers



“FaNS has been fantastic for our residents, one to one sessions do really help”

“The FaNS gives our residents a chance to do more activities and chat to someone different”

LIFeStyle Service

Offering support in and out of the home

Age UK Sunderland's Lifestyle Service is a charged for service and continues to provide vital support to people across Sunderland. The service is open to those seeking support in different areas of their lives.

The LIFeStyle service is currently mainly used for:

- light housework
- shopping for clients
- companionship

We have a team of experienced LIFeStyle Workers, who provide excellent help and support to older people across the City enabling them to maintain their independence in their own homes.

The feedback we receive about LIFeStyle is extremely positive, with clients expressing their thanks and appreciation for the support provided.

We currently employ **12** LIFeStyle Workers who have provided **6,600** hours of support during 2018/19 to **163** individuals.



"My Lifestyle worker is a lovely girl and I am really pleased with the work she does for me"

12

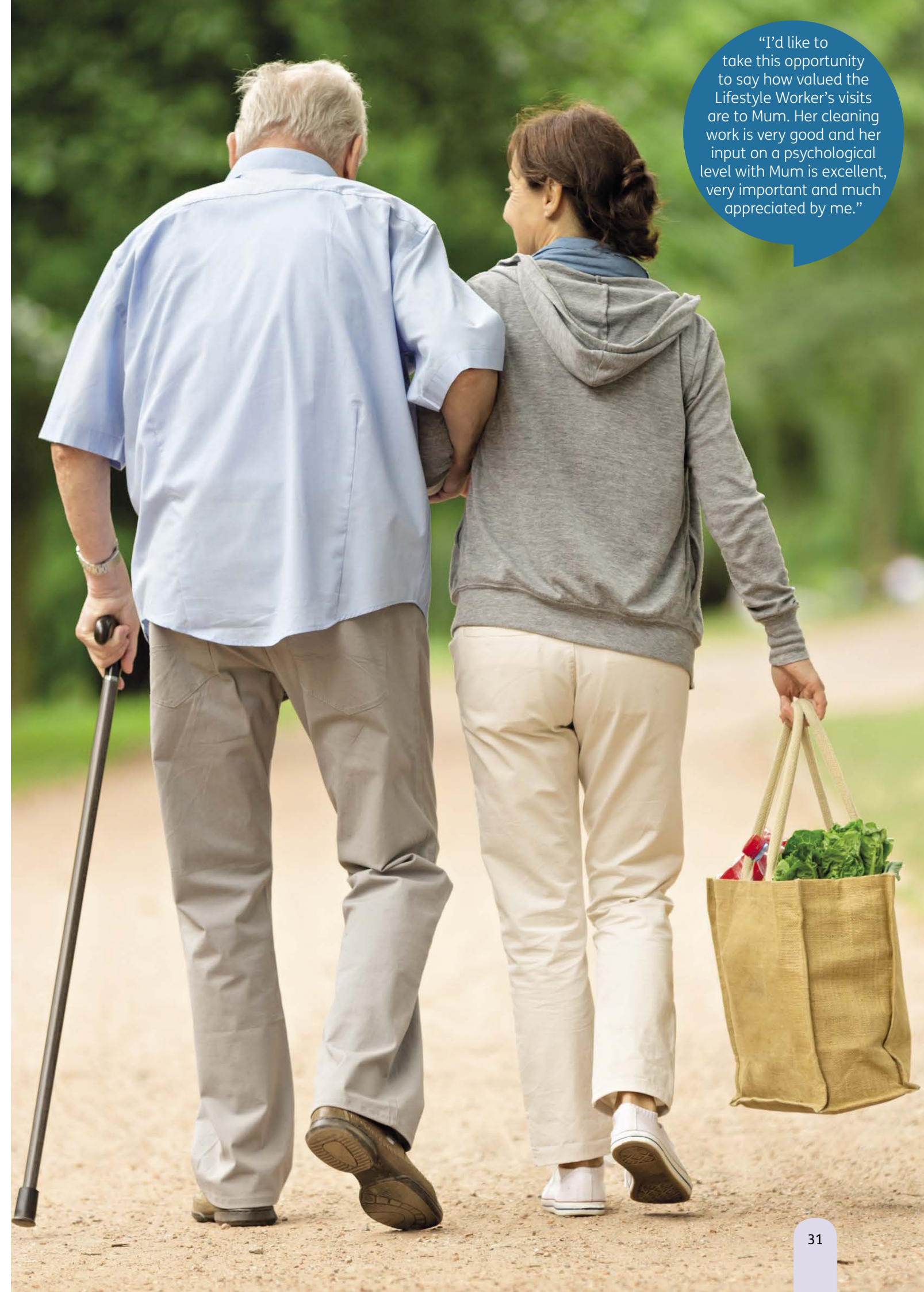
LIFeStyle workers

163

individuals supported

6,600

hours provided



"I'd like to take this opportunity to say how valued the Lifestyle Worker's visits are to Mum. Her cleaning work is very good and her input on a psychological level with Mum is excellent, very important and much appreciated by me."

Redwood Day Service

Support to reduce social isolation and maintain independence

Situated in a modern, airy environment at the Bradbury Centre, our Redwood Day Service continues to provide a high standard of activities and events throughout the year at competitive rates.

These include themed parties to celebrate Christmas, Easter, Valentine’s Day to name a few.

Every day is different and we offer a full timetable Monday to Friday with a range of activities such as arts, crafts, cookery, bingo, card games, arm chair exercises, sing-along, reminiscing and much more.

Our Day Service continues to provide both respite for carers and a supported and safe day out for older people who require some support to maintain independence.

Our recent refurbishment of our Day Service facility has incorporated modern dementia friendly fabrics and colours into a great space which allows people to relax and feel comfortable.

We provide a tailored one to one experience for each individual, during 2018/19 we have supported on average **86 people** and provided **3,369 sessions**.



86
people supported per year

3,369
sessions

Activities and Events for All

Age UK Sunderland supports older people across the whole of the City and has outreach hubs at Washington and Coalfields. Aply assisted by a number of volunteers, working with a range of partner agencies, we are able to support many local older people from the heart of local communities.

Coalfields

Our Community Support Worker ensures delivery of community activities and events for older people, as well as supporting and organising a dedicated team of local volunteers.

During 2018 – 2019, seven community support clubs in the coalfields served over 80 elderly local residents each week.

Many of the clubs have enjoyed a wide variety of activities and events throughout the year such as seated exercise, iPad tutorials and special celebrations ensuring an engaging and interesting programme.

Working with our Essence Service along with Essence Support Workers we host a weekly outreach session at our Coalfields office in the Metcalfe Centre.

This is an opportunity for local people with a dementia diagnosis and their carers to meet and talk to people in similar circumstances, enjoy a range of fun activities such as new age curling, bocce, quizzes, reminiscence sessions with old photos from the local area and much more.

Washington

All enquiries regarding Washington should be directed to Age UK Sunderland on 0191 514 1131.

Our Support Worker is responsible for organising local activities for older people such as community support clubs and supporting local volunteers. This has been another busy year for the Washington area, running **community support clubs in four areas of Washington, over 60 older people attend per week supported by more than 20 volunteers**.

The Christmas Stella Event as well as the Summer Tea had over 200 people attending and included six members of Santander Washington who assisted on the day. A dedicated Washington Essence outreach Group grows steadily with more than 25 members attending weekly. Games such as Fun Bingo, Botcha, New Age Curling, and puzzle games are played, and competitively pursued by all.

ASDA in Washington host our promotions stand every month and this has been a very useful way of promoting our products and services, engaging new volunteers and promoting the specialised services that Age UK Sunderland has to offer. We are regularly receiving up to 100 enquiries a day at these sessions.



Campaigning

Age UK Sunderland have continued to support Age UK's national campaigns in 2018/19 and these have included:

Loneliness

Loneliness in later life is not inevitable but it does make later life miserable and is really bad for our health too. Yet more than a million older people say they go for over a month without speaking to a friend, neighbour or family member.

That's why Age UK ran the No One Should Have No One campaign nationally and played a key role in the Jo Cox Commission on Loneliness.

Age UK joined forces with the Jo Cox Commission on Loneliness which is a cross-party initiative designed to increase the public's awareness of loneliness and encourage the public to act to tackle it. Jo Cox was passionate about the issue of loneliness and started the Commission before her murder in June 2016. In her memory the Commission will now be taken forward by Rachel Reeves MP (Labour) and Seema Kennedy MP (Conservative).

The Commission aimed not to simply highlight the problem but more importantly act as a call to action. Under the slogan 'start a conversation', the Commission aimed to mobilise the public to help their neighbours, family and friends - educating people on how they can become the remedy - whether it be talking to a neighbour, visiting an old friend, or just making time for the people you meet.

Formally launched on 31st January 2017 the Commission has focused, one month at a time, on different groups affected by loneliness including older people, and worked towards publishing a policy manifesto to ask national and local Government to take action.

Older People's Council

Age UK Sunderland set up the Older People's Council last year as we recognise the importance of ensuring that older people get the opportunity to express their views and opinions on issues that affect their lives such as health, safety, security, housing, social care and support and transport.

Building on the success of our 50+ Forums project, the Council enables a platform to ensure that older people are still involved and have a voice regarding areas that affect them.

Local Support & Campaigning

Sunderland's local MPs and councillors have continued to support the campaigning work of Age UK Sunderland. Local media has also been supportive including coverage from BBC Radio Newcastle, BBC TV, Sun FM, Sunderland Echo and other local publications and media outlets. Age UK Sunderland has campaigned and commented on behalf of older people in the city on various topics including:

- social isolation
- excess winter deaths
- fuel poverty
- winter warmth and advice
- the cost of care
- dementia

We have also supported several campaigns using these opportunities to raise awareness of our other appropriate and complimentary services:

The Winter Warmth campaign focused on making sure older people kept themselves

warm during the cold winter months. We sold Winter Warmth packs for £2 which included a fleecy blanket, Thermal Socks, Room Thermometer, Hot Chocolate, Energy Efficiency tips and information about related services Age UK Sunderland offers.

Crime Prevention

Over the year Age UK Sunderland have continued to work in partnership with the Northumbria Police Community Engagement Team to promote the safety of older people in Sunderland. This year we ran a crime awareness campaign specifically providing crime prevention information to older people in Sunderland.

The campaign was a great success with 68 people attending five community engagement events coproduced and delivered by Age UK Sunderland and Northumbria police. The sessions were designed to provide older people with information about hate crime, older abuse, cybercrime and prevention and reporting processes.

In the upcoming year we will continue to drive forward our crime prevention agenda and ensure that vulnerable older people are protected from hate crime and abuse.

FareShare

Age UK Sunderland secured funding from FINCAN for Fare Share North East membership. FareShare is a national initiative that redistributes surplus food to charities that would otherwise go to waste.

We have used membership to enhance and support the sustainability of our community support clubs. Clubs provide a safe and enjoyable environment where older people can access a hot lunch, socialise and participate in a range of activities.

Membership has allowed us to contribute to more eco-friendly methods of working, allowing us to make cost efficiencies to support sustainability of delivery, reduce food waste and provide more nutritious and healthy options for older people.

Sunderland Safeguarding Week

As part of Sunderland's Safeguarding week held in September, Age UK Sunderland had a stall at the Sunderland Safeguarding Event held in the Minster. We had staff on hand meeting and greeting members of the public and raising awareness of our services.

Knitted Poppies

To commemorate 100 years since the end of the First World War, Age UK Sunderland's Knit, Stitch, Chit 'n' Chat group worked effortlessly to produce over 150 knitted poppies.

The poppies were used to decorate the railings at the Bradbury Centre on Stockton Road, in remembrance and honour of all those who lost their lives during the war.



Promotions and Marketing

Age UK Sunderland have been providing help and support to the older people of Sunderland for over 68 years and we are the largest local independent charity, working and campaigning on issues affecting all older people within the boundaries of the City of Sunderland.

With regard to our services, we continue to position ourselves in public spaces with high volume footfall, with regular promotional stands. This approach maximises our potential to introduce our services to new people as well as creating networking opportunities with other organisations learning about the services that they provide better equipping ourselves to inform our client base.

During this year we have used the following methods to promote our services within the Sunderland area:

- visiting existing groups within the community to give talks at Community Centres, Churches, Hospitals, Patient Groups, Sheltered Housing, Schools, Community fairs, GP Surgeries, Libraries.

- held Drop Ins at various locations for example, Libraries, Doctor Surgeries, Hospitals (during visiting hours), Health Centres.
- worked with other organisations and partners attending their events, giving talks to staff (particularly those that deal with older people, i.e. Sheltered Housing Wardens, Carers, Nurses, Gentoo Staff and GP's. Distributed information packs regularly to GP's and care staff which they use to refer to our service delivery within their role and/or give out to people who they believe would find the information beneficial.
- regular email updates of our news and planned events to keep them informed of our activities.
- press Releases which are sent to our local media to promote any events.
- information stalls in shopping centres.
- via our social media sites (Facebook, Twitter & Instagram) to promote our services and any news we would like to share.



Health and Wellbeing Guide

We have also produced Age UK Sunderland's first Health and Wellbeing Guide.

This guide contains health and wellbeing information and guidance for the over 50s.

There is information on the services and activities provided by Age UK Sunderland and how to access them.

There is also information aimed at older people or their carers who may need to access social care support, either now or in the future.

The contents of this guide also reflect current guidelines that have been sourced from a variety of government agencies, including the Care Quality Commission (CQC) and NHS Choices.



Your local Health & Wellbeing Guide



Supporting older people in Sunderland to make more of later life

Donations and Fundraising

Our thanks go to everyone who has been involved in fundraising for us. It's with the generous support of donors and fundraisers that we are able to have a positive and lasting impact on the lives of vulnerable older people in Sunderland.

To fund our work, we seek to achieve a constant flow of income through a balance of commissioned services and fundraising.

We would like to give a special thank you to all of our commissioners for continuing to fund our vital work to improve the lives of older people in Sunderland.

Charity of the Year

A special thanks goes to the following organisations for naming us as their charity of year.

Sunderland Empire

The Sunderland Empire team raised a massive £4000 for us through a number of activities including a Bingo Mingle event and bucket collections. Additionally, they provided Age UK Sunderland clients with promotional and discounted tickets for a number of performances, arranged an Easter egg collection and donated a range of gifts for our guests at the Boxing Day lunch.

Just Travel Cover

Through a range of activities including the selling of tasty 'spooky' treats, the amazing team at Just Travel Cover have donated £830 over the year to Age UK Sunderland.



The Malhotra Group PLC

The North East care, leisure and property group, showed its support to local Age UKs including Age UK Sunderland, Age UK North Tyneside, Age UK Northumberland and Age UK Gateshead by naming us as their combined charities of the year. They have donated £360 to Age UK Sunderland.

Wearside Bridge Club

THE BRIDGEATHON 2018 hosted by Wearside Bridge Club, in aid of Age UK Sunderland. Bridge players from across the North East competed in a 24 hours non-stop Duplicate Bridge tournament to raise £540.

Big Knit

Each winter Innocent Smoothies work with Age UK to help raise funds for winter warmth campaigns and once again our marvellous volunteers knitted away and produced over 5,000 tiny hats to fit onto the smoothie bottles. This raised over £1,400. The hats were on sale in the winter months, highlighting the winter warmth campaign. A big thank you to all our knitters as we could not have achieved the target without you.



Christmas Spectacular

Our 8th Christmas Spectacular Concert was held in December at the Salvation Army in Roker. The Reg Vardy & Chester le Street Salvation Army Band, with bandmaster Nick Hall, world renowned opera singer Graeme Danby, young euphonium virtuoso Andrew Hedley and vocalist Caitlin Hedley, Professor of Vocal Studies at University of Sunderland Valerie Reid and the choir of East Herrington Primary academy gave wonderful performances.

Our thanks also to Gordon Quinn for his support in the planning and preparation for the concert, the volunteers from Saint John's Methodist Church, the staff of Age UK Sunderland who helped on the door and with teas and coffees at the event. The concert raised over £3,000 with sponsorship of the event again generously donated from John G Hogg; Funeral Director, for which we are extremely grateful. ASDA also provided us with donations of mince pies and cakes.



Boxing Day

We received a number of donations for our 2018 Boxing Day Lunch including gifts for the people attending and a beautiful handmade Christmas cake which was extremely well received by the participants on the day. This year our Boxing Day Lunch was featured on BBC Look North East and Cumbria in which people attending had the opportunity to socialise. The Deputy Mayor Councillor David Snowdon and Deputy Mayoress Councillor Dianne Snowdon also attended to meet the volunteers and older people.

And a big thanks to . . .

All the individual and group donors who have contributed to Age UK Sunderland over the year, including Nissan & Sir John Priestman Charity Trust for their continued generous support and donations.





Partnerships

As the leading charity for older people in the City, Age UK Sunderland supports a wide variety of partnerships and community work. A number of the key partnerships we engaged with in this year are detailed below:



Sunderland City Council

We continue to work closely with elected members and officers to support older people across the City and has representation on:

- Sunderland Safeguarding Adult Board (SSAB) Quality Assurance Sub Committee

Sunderland Clinical Commissioning Group

Age UK Sunderland works in partnership with Sunderland CCG and has representation on a number of groups in relation to the All Together Better programme of work, to ensure that older people's lives are improved and that services and support are in place to maximise independence. Choice and control, whatever their individual needs are.

Age Friendly Sunderland

A key strategy to facilitate the inclusion of older people, is to make our world more age friendly. An age friendly world enables people of all ages to actively participate in community activities and ensures everyone is treated with respect, regardless of their age. It is a place where it is easy for older people to stay connected to those that are important to them. It also helps people to stay healthy and active, even at the oldest ages and provides appropriate support to those who can no longer look after themselves.

Many cities and communities are already taking active steps towards becoming more age friendly including Sunderland. As part of this, we are working together with the Sunderland Adult Partnership Board and other partners now that Sunderland has World Health Organisation (WHO) Status.

Moving Towards a Dementia Friendly Sunderland

The Dementia Friendly Communities Programme focuses on improving inclusion and quality of life for people living with dementia. In these communities, people will be aware of an understand more about dementia, people with dementia and their carers will be encourage to seek help and support and people with dementia will feel included in their community. In addition to this, people will be more independent and have more choice and control over their lives.

Supporting Community Development

Age UK Sunderland is active in supporting community development for older people within the City. Community development is a way of strengthening civil society, by prioritising the actions of communities, and their perspectives, in the development of social, economic and environmental policy. It seeks to empower local communities, around specific themes or policy initiatives.

It strengthens the capacity of people as active citizens through their community groups, organisations and networks, and the capacity of institutions and agencies to work in dialogue with citizens, to shape and determine change in their communities.

We aim to ensure that the voice of older people is heard and listened to and has an influence of decision making in local communities.

Local Business Partnerships

Age UK Sunderland is also working closely with businesses in the City including:

- Sunderland BID
- Business in the Community
- John Hogg Funeral Directors – Christmas Spectacular Sponsor
- The Bridges – Continued support by allowing us to use the centre to contact the public
- Station Taxis who provide free transport for our Boxing Day Lunch

With thanks all of the above and many others for their continued support and partnership working with Age UK Sunderland, helping us achieve our goal of making our City a better place for older people to live.

Sunderland Pride Group

Joining forces with Sunderland Pride Group, Age UK Sunderland have received funding to support and reduce loneliness, increase community connectivity and improve the wellbeing of older LGBT+ people in Sunderland.

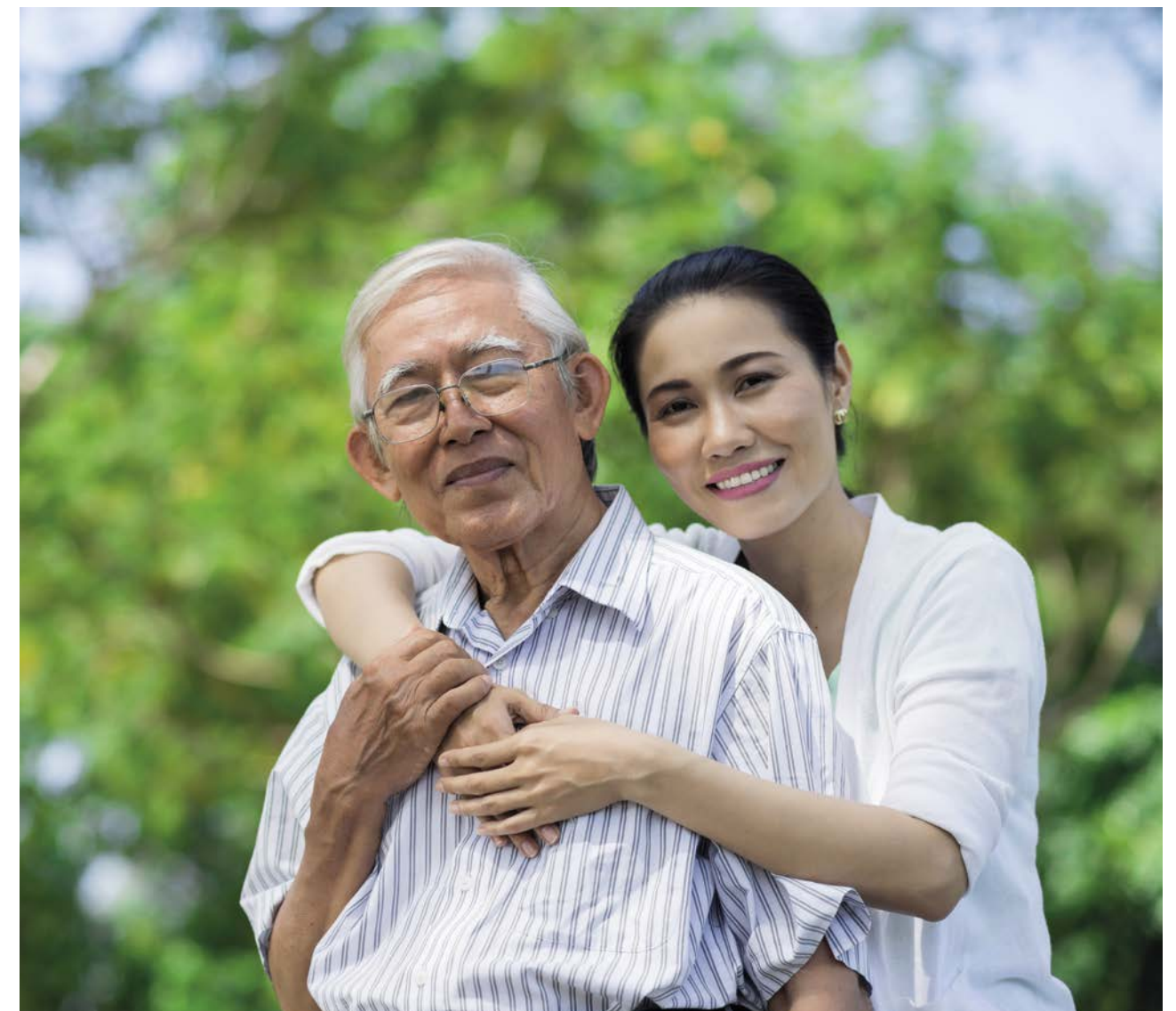
As part of the project we will ensure that the annual pride event is more inclusive and representative of the older LGBT+ needs. In addition to improving accessibility for all older people promoting community cohesion and engagement in the event across the city.

Men in Big Sheds - North East Land Sea and Air Museum (NELSAM)

Age UK Sunderland have teamed up with NELSAM with the ambition to better engage older men, who are or at risk of social isolation, loneliness and ill health from the Sunderland City region.

The joint Men in BIG Sheds initiative between Age UK Sunderland and the NELSAM, is thanks to funding obtained from the players of the postcode lottery. The scheme is a social, learning & wellbeing

project that will provide men with the opportunity to learn to restore and renovate the museums artefacts including a Merchant Ship Model & RAF WW2 Fire truck. The project will see older men connect with their local community, learn new skills and interact with peers, alongside contributing to the restoration of Museum artefacts benefiting the wider Sunderland community.



Volunteering

We have nearly 300 dedicated volunteers who provide approximately 1,200 hours of their time per week helping to run our service across the City including the Washington and Coalfields areas.

The recruitment of volunteers remains strong with new volunteers coming forward from a range of backgrounds and experiences and varying ages, this ensures our volunteer base is diverse and volunteers offer an impressive range of skills as well as great reserves of energy and enthusiasm. The volunteer recruitment procedure is robust and includes the completion of an enhanced Disclosure & Barring Certificate (DBS).

Our volunteers are located all over the Sunderland area and we now have quarterly informal Get-Together sessions where volunteers can drop in for an update and to meet others. The Volunteer Views newsletter also continues to be published every quarter to keep our volunteers up to date with news stories, profiles, information and the regular training opportunities which are available, such as dementia awareness sessions and safeguarding.

The annual Volunteer Celebration and Long Service Awards in June is our opportunity to thank everyone for their hard work. The 2018 celebration event was held at The Marriott and saw many long service certificates awarded, including to Maureen Crawford, for a wonderful 25 years of volunteering service.

Our Volunteer of the Year Award 2018 went to Dorothy Smithson for her dedicated work with the Community Support Club in Hetton and annual Queen of Eventide event.

If you would like to find out more about volunteering for Age UK Sunderland, contact our Volunteer Co-ordinator on 0191 514 1131.

Our Volunteer of the Year 2018: Left to right, Director of Age UK Sunderland Tracy Buck, Mayor of Sunderland Councillor Lynda Scanlan, Volunteer of the Year 2018 Dorothy Smithson and Consort Mr Micky Horswill.



News and Events

Boxing Day Lunch

Once again, Age UK Sunderland held a Boxing Day lunch in 2018 for the older people of the City who experience high levels of social isolation and loneliness at Christmas time. The event was a great success with over 25 people attending to

enjoy a full Christmas lunch and dance to the music of Suzi Sings. Each person left the event with a Christmas gift.

The event is made possible each year due to donations of so many people through cash, gifts, and valuable free time.



Boxing Day Lunch 2018: Left to right, Age UK Sunderland Staff Member Lyn Crawford, Volunteer Dennis Price, Volunteer Sheila Storer, Director of Age UK Sunderland Tracy Buck and Staff Member Ian Cunningham.

Christmas Carol Service

The Age UK Sunderland Christmas Carol Service at the Sunderland Minster is always a wonderful start to the festive season. It is always well supported and attended despite December being such a busy month for everyone.

Yet again the Minster was packed with everyone enjoying the event. A special thank you to Age UK Sunderland's Musical Appreciation Group, Revd. Andrew Dowsett for leading the service and the East Herrington Primary Academy Choir for their very emotional and uplifting performance



Acknowledgements

We would like to thank all of the funders of our services. Their continued support enables us to fulfil our mission statement for the older people in the city.



"Thank you for all you have done, we couldn't have done it without you"





Age UK Sunderland

Bradbury Centre
Stockton Road
Sunderland
SR2 7AQ

t 0191 5141131

e enquiries@ageuksunderland.org.uk

www.ageuksunderland.org.uk

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