

Annual Review

2019–2020



Loving Later Life
in Sunderland

Introduction from the Chair and Director	3
Our Board and Other Offices	5
(CIT) Living Well Links	6
Hospital Discharge Service (HDS)	7
Front Door Service (FDS)	9
FD Advocacy Service	11
FD Community Support Clubs	12
FD Keeping in Touch (KIT) Service	13
Lunch on Wheels	14
The Essence Service	15
Social Focus	17
ActivAge	18
Active Friends	19
Maintenance Cognitive Stimulation Therapy	20
Meaningful Connections	21
Information and Advice Service	23
Joining Forces	24
LIFESStyle Service	26
Redwood Day Service	28
Metcalfe Dementia Support Service	29
Activities and Events	31
Campaigning	32
Promotions and Marketing	34
Donations and Fundraising	36
Partnerships	39
Volunteering	42
News and Events	44
Coronavirus (COVID-19)	45
Acknowledgements	47

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 69th 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 70,000 contacts from older people this year.

Times are very challenging for charitable organisations and many of us face uncertainty, however despite these challenges during 2019/20, Age UK Sunderland has secured funding to sustain many vital services.

March 2020 saw the outbreak of the pandemic COVID 19 which brought further challenges, the organisation responded to the needs of older people via the realignment and development of services to meet emerging needs ensuring ongoing support for older people at a time when they needed us most.

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

Age UK Sunderland is driven by its quality standards and currently holds ISO 9001:2015, Age UK Charity Quality Standards (CQS) and this year successfully completed the AUK Information & Advice Quality Programme (I&AQP). We are also accredited with CHAS and hold a current certificate in Health & Safety.

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
Chair of
Age UK Sunderland



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	Mr Roy McLachlan	
Hon. Treasurer	Mrs Susan Ritchie	
The Board	Mrs Carol Harries	Trustee
	Mrs Ann Lawson-McLean	Trustee
	Mrs Dianne Hutchinson	Trustee
	Mr David Teasdale	Trustee
	Mr Matthew Jackson	Trustee
	Ms Kelly Chequer	Trustee
	Ms Selina Turner	Trustee - Commenced 25.7.2019
Director	Ms Tracy Collins	
Company Secretary	Ms Tracy Collins	
Solicitor	McKenzie Bell	
Auditors	Read Milburn	
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Area Offices	Coalfields The Metcalfe Centre, Lee Terrace, Hetton-le-Hole, DH5 0AQ Tel: 0191 5269274 Email: metcalfe@ageuksunderland.org.uk Washington All enquiries regarding Washington should be directed to Age UK Sunderland on 0191 514 1131	



Community Integrated Teams (CIT)

Living Well Links Social Prescribing Programme

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 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 via social prescribing 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 2019 and March 2020, a total of **951** older people were supported by the Living Well Link Service and a total of **1,682** referrals or signposts (including assisted signposting) onto other services were made.



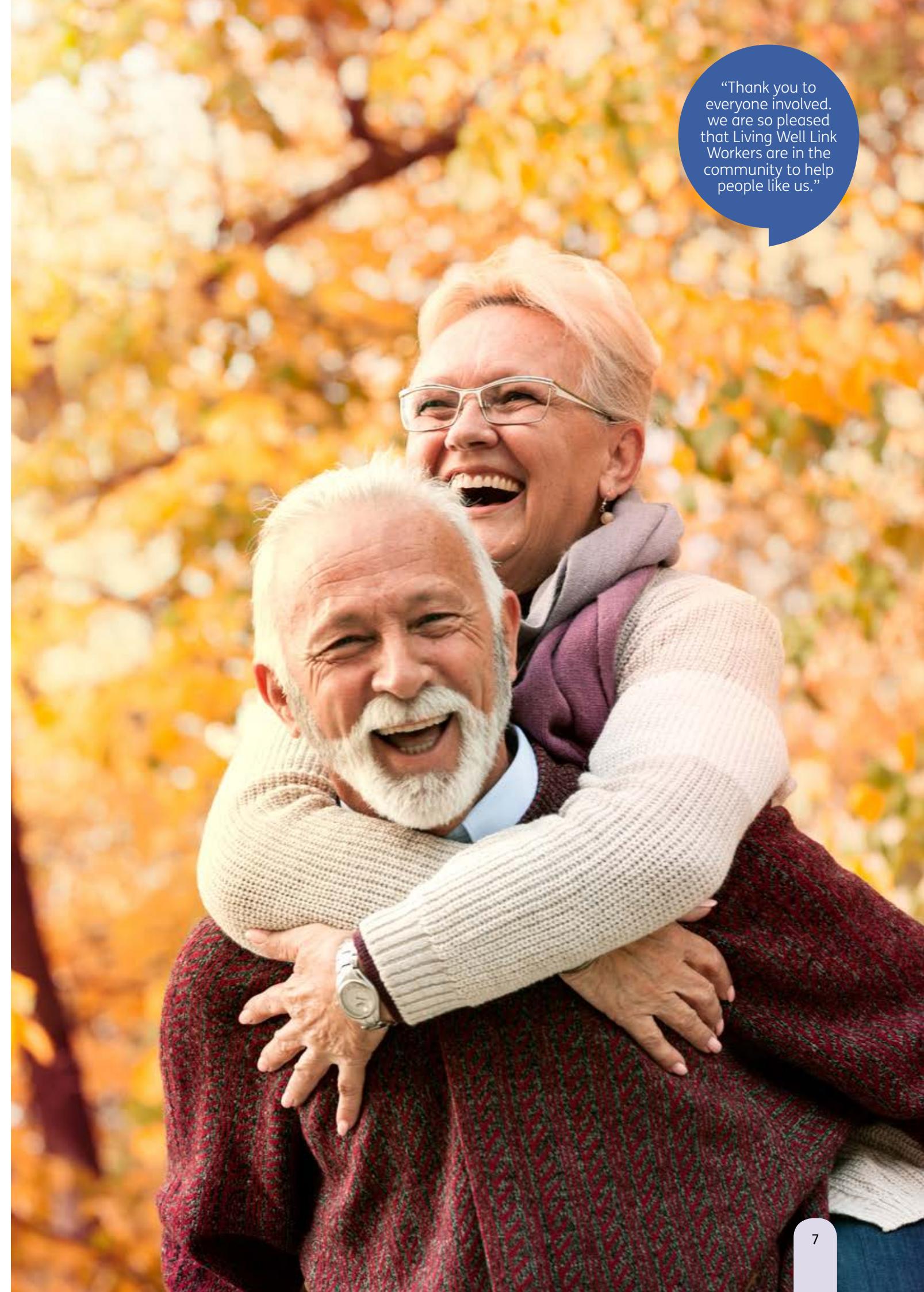
1,682

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

951

older people have been
supported by the Living Well
Link Service during 2019/20

"Thank you to everyone involved. we are so pleased that Living Well Link Workers are in the community to help people like us."



Hospital Discharge Service (HDS)

Actively reducing the re-admission of older people to hospital

Age UK Sunderland's Hospital Discharge team are based within the Discharge Lounge at Sunderland Royal Hospital (SRH). The Hospital Discharge Service (HDS) is funded by Sunderland Clinical Commissioning Group (CCG) operating across the City of Sunderland for older people aged 60+. The Hospital Discharge team works closely with staff within the SRH wards and discharge lounge. The HDS focus on prevention to avoid readmissions back to Hospital after the initial visit.

The team offers a flexible range of advice and support within the home. Working with patients over a number of weeks after discharge. The service includes assisting in meal preparation, helping with light

domestic work, shopping support and signposting.

Some clients have requested ongoing support after the initial HDS support and were 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 valued service offered to clients following discharge from Hospital.

During 2019/20 the HDS supported 276 older people throughout the City of Sunderland and continues to build good support systems with other professional services and organisations ensuring older people receive a variety of support interventions.



861
patient contact
within the Discharge
Lounge and across
Hospital Wards

276
older people
supported

321
signposting
and referrals

342
home visits

Front Door Service (FDS) Social Prescribing Programme

Enabling older people to stay independent longer

Funded by Sunderland City Council & NHS England, Age UK Sunderland's Front Door social prescribing programme 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.

Social Prescribing 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
- Volunteering Opportunities



"I just wish to say a big thank you for everything. I appreciate the company and being able to share our experiences you have given me hope for the future and confidence to enable me to engage with others. Keep up the brilliant service you give to people in the community. Thank you very much."

"Everything has helped, benefits, lunch clubs, getting me out to socialise, Tablet training has helped me keep in touch with family, I'm moving to a new bungalow and this has been in part due to the Front Door Living Well Link Worker."

"Just to say thank you for your support and visits from Age UK Sunderland. You have been very helpful. God Bless."

The interventions provided by the FDS 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 60% of clients who accessed the FDS needed support to become more independent as well as having

choice and control over their health.

55% of clients reported they needed support to establish social interactions and support networks.

During 2019/20 the FDS Living Well Link Workers have supported over 800 new people to reduce their loneliness and social isolation.



805
new referrals

£431,992.65
claimed on behalf of clients via welfare benefit entitlement

FD 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 2019/20 the Advocacy service enabled older people to manage these transition and this year alone has **supported 429 clients to resolve nearly 474 issues.**

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



429
people supported

474
issues resolved

2
volunteers

FD 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 **29 Community Support Clubs** which are held in a number

of venues across all five localities of the City. On average around **400 people attend clubs each week.**

All the venues are welcoming and comfortable and run by our friendly and dedicated Age UK Sunderland volunteers who provide support and refreshments throughout the session.

Through attending we hope to help older people to:

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

29
Community Support Clubs

400
attend every week

110
volunteers



"I feel less anxious with more activities and socialising. They have helped me a lot."

FD Keeping in Touch (KIT) Service

We all know what it's like to feel lonely but did you know that some older people regularly go an entire month without speaking to anyone?

Loneliness is a growing issue for older people. Over half of people aged 75 and over live alone, and 1 in 10 people aged 65 or over say they are always or often feel lonely.

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our Keeping in Touch Service. It is a simple, straightforward way for two friends to have a catch up and a chat and is free of charge.

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 tell us they get as much reward from delivering the service as the clients do in receiving it.

This year, 52 home-visiting volunteers made almost 2,430 visits to 67 clients and 33 telephone volunteers made 10,040 telephone calls to almost 245 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.



"Grateful for the call and what a good job Age UK Sunderland are doing."

2,430
home visits

80
volunteers

10,040
telephone calls

Lunch on Wheels

Providing hot tasty meals in the community

In response to identified need Age UK Sunderland developed a Lunch on Wheels Service in March 2020 at the beginning of the COVID 19 crisis to ensure older people were able to access a hot, home cooked lunch each day.

The service has received very positive feedback from older people and their families who otherwise would have struggled to get a hot meal due to self-isolation impacting further on their health & wellbeing.



Our Age UK Sunderland heroes Gordon, Phil and Colin ensuring that the most vulnerable older people in Sunderland receive a hot meal via our new Lunch on Wheels Service.

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.

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.

As part of Essence delivery we also commission Sunderland Carers' Centre to deliver Understanding Dementia Courses which are of great benefit.



"Essence has gave me lots of information, lots of company and my stress levels have dropped."

"Essence has been my salvation. Coming here among friends who I know are there to listen to my moans and groans and are there for my support. I really enjoy this group. We can talk and listen to their problems along with mine. They have the same problems and best of all we can laugh and not shed tears which in the past I've shed lots. This group is the best thing that has happened to me."

"I appreciate you and your colleagues at Age UK Sunderland will be busy at this time. Thank you for everything you're doing to support our elderly population."



From April 2019 until March 2020, **1,599** people have accessed the Essence Service, of which 555 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
- practical support for carers in their home via Lifestyle (shopping, housework, companionship)
- information on community and residential care
- wills and power of attorney
- accessing social care assessments
- client centred support plans
- Training Programmes
- Support for carers when their loved ones dementia diagnosis becomes more advanced

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, however from March 20 services were realigned due to COVID 19 in line with government guidelines

We have over **7 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.

1,599
people have accessed the Essence Service in 2019/20

555
of which have been new clients in 2019/20

7
volunteers

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 support. 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 into the service continue to be high this year and the project has documented a number of very positive outcomes. Over **298** people received support from the project in 2019 / 2020.

The Social Focus Service is constantly progressing and finding new ways to tackle social isolation. This includes the 'Pityard' social groups that connect ex shipyard/ colliery workers who would like to reminisce about the past and connect with old work mates continue to grow.

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.



"Life is certainly a lot more fulfilling these days, I have started going out again with my bus pass and have also been going to Stockton Road (AUKS) to do some exercise"

298
people received support from the project during 2019/20

6
project volunteers

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.

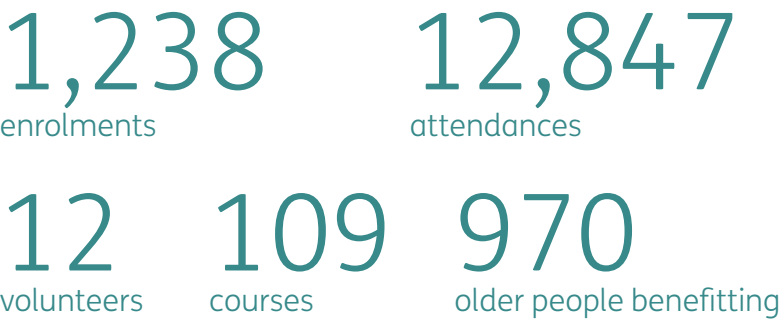
One of the greatest gains that any older person can make when attending a class is the creation of a new friendship group. Attending an ActivAge class set in a friendly and welcoming environment often provides much needed respite from the effects of social isolation and loneliness.

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 2019/20 have included:
Keep Fit as a Fiddle; Women's Keep Fit
Seated Exercise & Fall Prevention
Tai Chi, Yoga and Pilates
Line Dancing and Dance Fit
Holistic Therapies & Stress Management
Digital Connections – Keeping in Touch
IPad & Android Tablets: How to make it work for you!
Computer Skills – Microsoft; Computers for Beginners; Computer Drop-in
Family Tree and Local History
Calligraphy and Watercolours
Spanish and German
Ukulele
Music Making & Appreciation
Knit, Stitch, Chit 'n' Chat; Vintage Crafts
Friday Friends. Thursday Get Together and Scrabble
Real Crime Club



During 2019/20 we successfully achieved:



Active Friends

Age UK Sunderland was successful in attaining funding from the Community Foundation Kellett Fund to implement a project that promotes access to leisure and learning opportunities for older residents living in sheltered accommodation, or, extra care schemes in the City of Sunderland and surrounding areas, Washington and the Coalfields.

There is no better way to keep old age at bay than keeping your mind and body healthy!

Through the Active Friends project we have provided residents of sheltered housing and extra care schemes with an opportunity to become more mentally and physically active.

The project offers FREE leisure and learning activities to encourage older people to participate, with a view to activities becoming self-sustaining, with help from volunteers.

All activities take place in the communal area of the sheltered housing community.

The aim of the project is to increase social inclusion and reduce loneliness and isolation; improve mental health and wellbeing by creating a friendly, happy and engaging environment; improve physical health through a variety of stimulating activities for the body and mind.

FREE Leisure & Learning Activities
Learn how to use a tablet, or, smart phone & stay safe on the internet
Digital Entertainment - Fun & Games
Family Tree
Drawing for Leisure
Painting
Seated Exercise & Fall Prevention
Keep Fit Exercise
Walking



Maintenance Cognitive Stimulation Therapy (MCST)

Our Essence and ActivAge services have achieved great success in the development of MCST courses within our service delivery during 2019/20.

Clients from our Essence service and Veterans with mild to moderate dementia benefited greatly from the courses.

What's MCST?

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.

Activities include:

- discussions
- word games
- quizzes
- physical activities
- creative and musical activities.

Group members, carers and staff all stated the following benefits:

- Enjoyment, having fun and increasing levels of happiness.
- A sense of belonging and making new friendships.
- Increased confidence in ability and to try other new things.
- Improvements in communication, including reading and writing.
- Improvements in memory and mental ability.
- Having more energy.
- Increased levels of physical activity.



Meaningful Connections

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

The focus of this project is to effectively engage older people from marginalised populations including the LGBT+ community and older men.

Research has shown that marginalised populations 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 health and wellbeing, and increased concerns about growing older. Due to these factors there is a significant need for bespoke projects that facilitate and encourage better engagement by offering activities that are more suited to and better relate to individual needs.

It is vitally important that Age UK Sunderland assists 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 people helping them to access their communities, mainstream and bespoke 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, who are at risk of social isolation, loneliness and ill health.



“It has given me the push I needed to engage outside the house.”

Weekly group sessions held at the NELSAM provide men with the opportunity to become volunteers and to learn how to restore and renovate the museums artefacts and meet likeminded people along the way. Weekly, 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

During 2019/20 we successfully achieved:

35 older men engaged in the project

364 attendances

20 men accessed other mainstream community support services/activities

17 men became permanent volunteers at NELSAM

LGBT+ Project

This project delivers tailored one-to-one support to older LGBT+ 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
- access wider support services and mainstream activities

In addition, Age UK Sunderland is working in partnership with the Sunderland Pride Group to empower the older LGBT+ 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.

52 older people supported

364 attendances

4 volunteers



Information and Advice Service

Helping people to claim their entitlements

Age UK Sunderland's Information and Advice (I&A) Service provides a free and confidential service which is a much needed support to people aged 50 plus across Sunderland. The Information & Advice team provide help with checking client benefit entitlements, offering advice on how to claim and assistance to complete benefit forms.

The I&A team ensures those claiming welfare benefits are receiving the full entitlement they should be receiving. The I&A Service signposts and refers clients where appropriate to other services and organisation providing supplementary information about supportive services and community care matters. The I&A Service provided a mixture of telephone advice, face to face meetings and home visits where required.

The I&A Service continued throughout the year to maximise client's income through benefit advice and ensuring the client is receiving their entitlement. These entitlements empower local older people in receipt of low levels of income to help with independence and their general health and wellbeing.

The benefit entitlements enable clients to access services and support to help reduce a client's sense of isolation and loneliness, the I&A service has empowered people considerably by reducing the day to day concerns about living costs.

The benefits gained have improved clients wellbeing enabling them to participate in such things as social activities. The I&A Service during 2019 to 2020 has helped over **616** people apply for **£349,582.45** back dated benefit arrears and **£1,962,545** in additional benefits.



616 people supported in making claims

£349,582.45 back dated benefit arrears

£1,962,545 in additional benefits

Joining Forces

Support for our veterans

The Joining Forces Information and Advice Service was 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 rudimental 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 Joining Forces 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 six events meeting over 151 veterans in the last year and also had the privilege of meeting with Simon Weston CBE, British Army Veteran who was very supportive of the Joining Forces initiative. The Joining Forces initiative has offered information, advice and support to over 323 Veterans, Carers and family of veterans throughout the year.

During 2019/20:

323
veterans, carers and
family of veterans
supported

151
veterans have been met by
our Joining Forces
Co-ordinator over six events

£336,627
benefit gains



"We are extremely helpful for the assistance we have received from Age UK Sunderland, it has changed our lives. Thank you".



LIFeStyle Service

Offering support in and out of the home

Age UK Sunderland's Lifestyle Service is a charged for service that 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 currently offers:

- 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 **20** LIFeStyle Workers who have provided **6,278** hours of support during 2019/20 to **160** individuals.

20

LIFeStyle workers

6,278

hours of support

160

individuals supported



"The Lifestyle Worker is very accommodating and did everything asked."



"I really look forward to seeing my Lifestyle Worker. She is lovely, friendly and very understanding. Nothing is a problem to her".

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 Day Service facility incorporates 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 2019/20 we have supported on average **72 people** and provided **3,449 sessions**.



Diamond Wedding Anniversary Celebrations

On Saturday 31st August 2019, one of our Redwood Day Centre service users celebrated her 60th wedding anniversary. Mary Smith who has attended the day centre for seven years married Brian Smith 60 years ago so we celebrated with flowers and an afternoon tea with cupcakes.

72
people supported per year

3,449
sessions

Metcalfe Dementia Support Service

Supporting the needs of people with moderate dementia

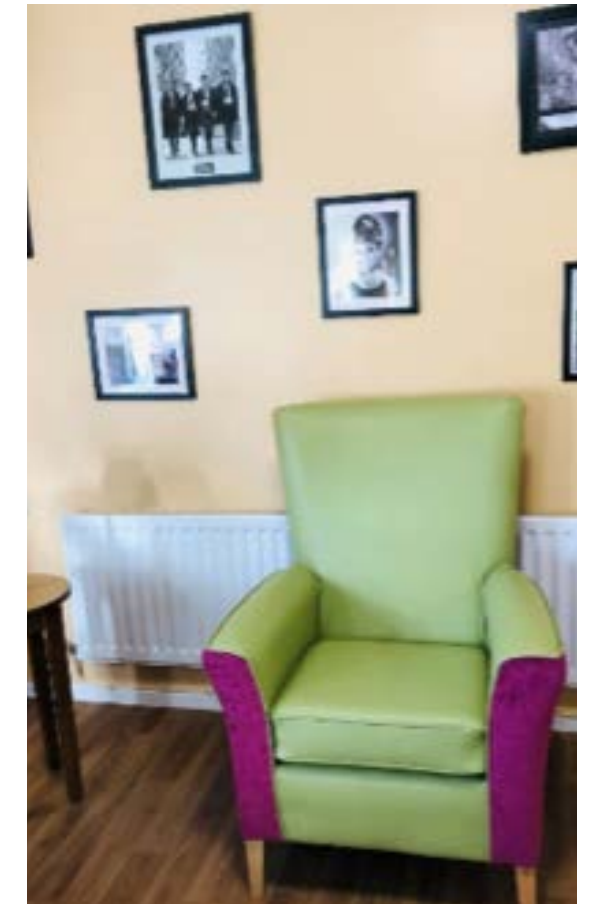
The Metcalfe Dementia Support Service offers a dedicated day service for older people living with moderate dementia who live within the boundaries of Sunderland.

Age UK Sunderland's new Dementia Support Centre was declared officially open by the Right Worshipful the Mayor, Councillor David Snowdon and his Mayoress Councillor Dianne Snowdon on Monday 24th February 2020 at Lee Terrace, Houghton Le Spring DH5 0AQ.

The centre has a beautiful colourful dementia friendly design and provides tailored support from trained and dedicated staff via activities to help stimulate those living with a moderate diagnosis of dementia, providing much needed respite support for carers.

The centre comes complete with a sensory garden for additional stimulation and enjoyment.

The Metcalfe Dementia Support Service is a chargeable service that is available Monday to Friday 9 am – 3 pm (please note COVID 19 restrictions may interrupt service delivery).





Pictured above from left to right, trustee/treasurer Susan Ritchie, vice chair Roy McLachlan, trustee Dianne Hutchinson, trustee Carol Harries, The Chair of Age UK Sunderland Graeme Miller, Director of Age UK Sunderland Tracy Collins, The Right Worshipful the Mayor, Councillor David Snowdon, the Mayoress Councillor Dianne Snowdon and trustee/council representative Councillor Kelly Chequer

Activities and Events

Age UK Sunderland supports older people across the whole of the City and has outreach hubs at Washington and Coalfields. Ably 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 Lunch Club Co-ordinator ensures delivery of community activities and events for older people, as well as supporting and organising a dedicated team of local volunteers.

During 2019 – 2020, seven community support clubs in the coalfields served over 60 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, we host a weekly outreach session in a community venue within the coalfields.

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 Lunch Club Co-ordinator 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 10 volunteers.**

The Christmas Stella Event and Summer Tea 2019 had over 100 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.

We work in close partnership with ASDA in Washington to promote services and support local people.



Campaigning

Age UK Sunderland have continued to support Age UK's national campaigns in 2019/20 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.

Older People's Council

Age UK Sunderland set up the Older People's Council two years ago 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.



To celebrate the International Day of Older Persons on Tuesday 1st October 2019, Sunderland City Council Cabinet Member for Health and Social Care, Councillor Doctor Geoffrey Walker, joined members of Age UK Sunderland's Older People's Council at one of their regular meetings to sign an open public letter calling for more respect and equality for older people.

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:

Knitted Poppies

Age UK Sunderland's Knit, Stitch, Chit 'n' Chat group have produced over 150 knitted poppies which are used to decorate the railings at the Bradbury Centre on Stockton Road every year in remembrance and honour of all those who lost their lives during the First World War.



Promotions and Marketing

Age UK Sunderland have been providing help and support to the older people of Sunderland for 69 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, Patient Groups, Sheltered Housing, Community Events.
- Held Drop Ins at various locations for example, Libraries, Doctor Surgeries, Hospitals (during visiting hours), Health Centres.

- 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.

Just Travel Cover

Through a range of activities, the amazing team at Just Travel Cover have donated £969.10 over the year to Age UK Sunderland.

The Ballinger Charitable Trust

We received a donation of £2,500 from the Ballinger Charitable Trust to be used for the furnishing of the sensory garden at our new dementia support centre.

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 tiny hats to fit onto the smoothie bottles. 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.

Will

We also received a generous donation of £62,846.88 via a will which will be used to support our services going forward throughout the city.

Christmas Spectacular

Our 9th 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, Professor of Vocal Studies at the University of Sunderland Valerie Reid, the University of Sunderland's singing group After Dusk, Clarinet Player Joseph Gonzalez with Southmoor Academy Music Teacher Holly Nicholl and the choir of East Herrington Primary academy gave wonderful performances.



Our thanks also to the staff of Age UK Sunderland who helped on the door and with teas and coffees at the event. The concert raised over £2,000 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.

Boxing Day

We received a number of donations for our 2019 Boxing Day Lunch including gifts for the people attending which was extremely well received by the participants on the day. 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.

Left to right, Mayoress Elect, Councillor Dianne Snowdon, Mayor Elect, Councillor David Snowdon and Director of Age UK Sunderland Tracy Collins at our 2019 Christmas Spectacular.





I've seen many people over the sixty years I have had to deal with my epilepsy and I am pleased to say that the Information and Advice Worker is one of the best people that I have come across who has helped me in every single way, they took away my anxiety, made me feel relaxed and helped me considerably. I am so pleased Age UK Sunderland have good people like them for the good of the public.

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.

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 and 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
- Feeding Families – Hampers donated at Christmas

With thanks to 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, 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 volunteering is 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 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 2019 celebration event was held at The Grand Hotel Sunderland and saw many long service certificates awarded, including to Lillian Clark, for a wonderful 30 years of volunteering service.

Our Volunteer of the Year Award 2019 went to Sandra Leeson for her dedicated work with the Community Support Clubs.

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 2019: Left to right, Director of Age UK Sunderland Tracy Collins, Mayor Elect, Councillor David Snowdon, Volunteer of the Year 2019 Sandra Leeson and the Mayoress Elect, Councillor Dianne Snowdon.



Long Serving Volunteer Michael Highton receives his Volunteer Service Award in recognition of a remarkable 25 years' service and in appreciation of the contribution Michael has made towards the services provided by Age UK Sunderland for the older people of our region, the award was presented by the Director of Age UK Sunderland Tracy Collins.



News and Events

Boxing Day Lunch

Once again, Age UK Sunderland held a Boxing Day lunch in 2019 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 20 people attending to enjoy a full Christmas lunch and dance to the music of Elvis. 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.



Left to right; The Mayoress Councillor Dianne Snowdon, Finance Manager of Age UK Sunderland Donna Hepple and The Right Worshipful the Mayor, Councillor David Snowdon.

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. Jacquie Tyson for leading the service and the East Herrington Primary Academy Choir for their very emotional and uplifting performance.



Left to right, The Deputy Mayoress of the City of Sunderland, Councillor Dorothy Trueman, The Deputy of Mayor of the City of Sunderland, Councillor Harry Trueman and the Director of Age UK Sunderland, Tracy Collins.

Coronavirus (COVID-19)

While the long-term impact of the coronavirus pandemic remains an unknown, the signs are that it will have at least a temporary and probably very significant effect on daily life in the UK. And it's clear that older people, especially those with underlying health conditions, will be the hardest hit.

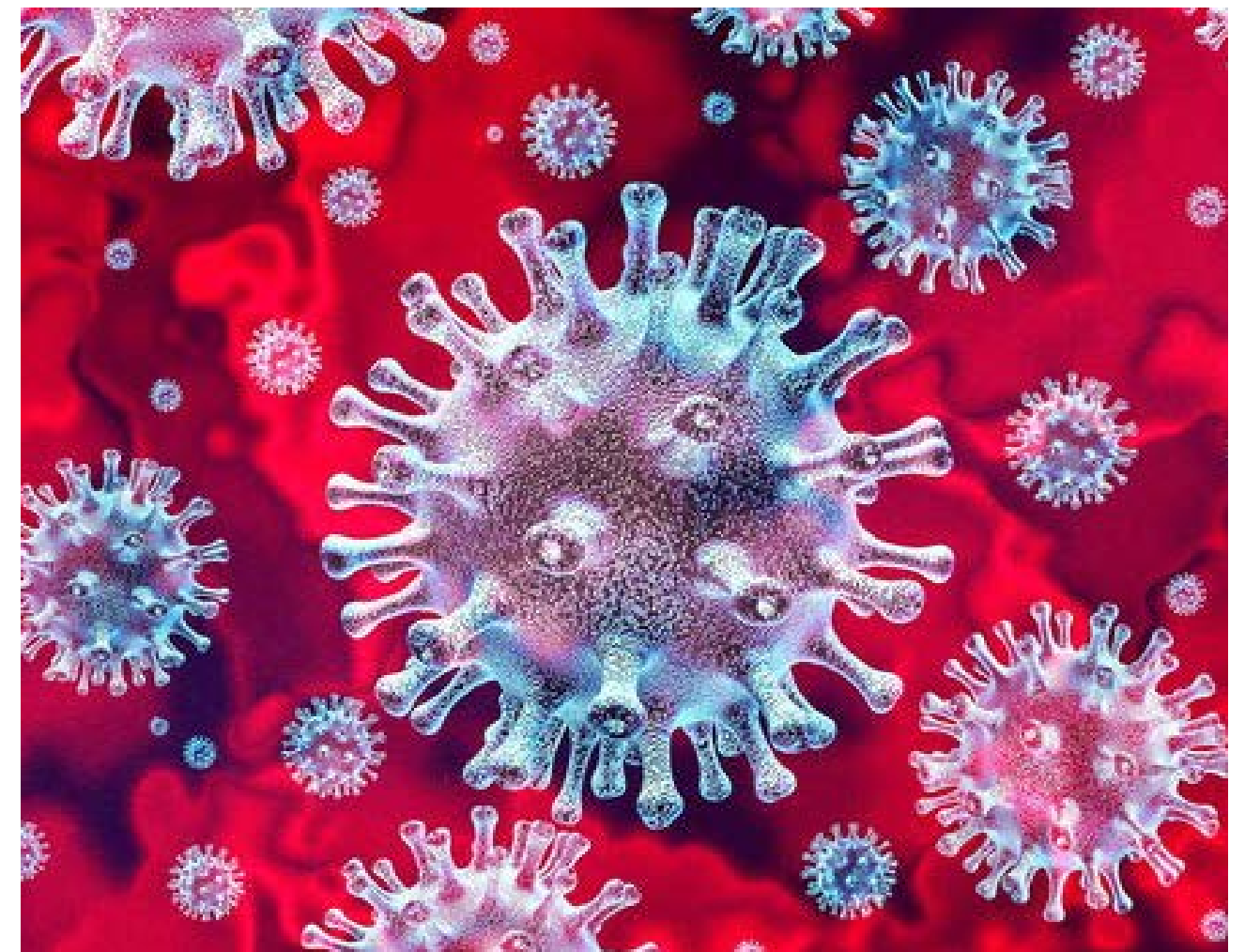
Age UK Sunderland is dedicated in providing ongoing support to older people across the city during this challenging time.

Tracy Collins Director of Age UK Sunderland commented "Coronavirus is a clinical challenge and we are urging people to

adhere to the latest government guidelines, however we believe the social impact poses the same risk. Some older people can rely on great support from their families but not everyone is so lucky so we are working very hard to ensure that there is support available to help get them through.

Age UK Sunderland will continue to support many older people on a daily basis and we are determined to be there offering support to older people throughout the period to come, ensuring services are delivered safely and effectively.

Age UK Sunderland are continuing to provide dedicated support to older people during this uncertain time.



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.



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Sunderland City Council



NHS
Sunderland Clinical Commissioning Group



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