

Annual Review

2021–2022



Loving Later Life
in Sunderland
for over 70 years!

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Introduction from the Chair and Director

This review demonstrates how Age UK Sunderland (AUKS) has supported older people in the City throughout 2021/22 during the Covid 19 pandemic and how we realigned, sustained and developed our service provision to meet emerging identified needs.

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

Our Mission is:

To promote 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 71st year, AUKS 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 and the global pandemic we provided valuable support across **18 services** during 2021/22, **5,616 clients were supported** across all services resulting in over **92,000 contacts** from older people during this challenging time.

The recovery plan from the pandemic comes with many challenges for charitable organisations, however despite many unprecedented trials during 2021/22, AUKS has sustained delivery and secured funding to develop many critical support services.

Our new 2022-2025 organisational strategy has also been developed to ensure that we continue to provide our ambitions in the years to come.

The organisation has remained dedicated to the needs of older people to ensure ongoing support for older people at a time when they needed us most.

Through the work of AUKS, 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

AUKS is driven by its quality standards and currently holds ISO 9001:2015, Age UK Charity Quality Standards (CQS) and the AUK Information & Advice Quality Programme (IAQP). We are also accredited with CHAS and hold a certificate in Safety, Health, Environment & Fire (SHEF).

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 who have gone above and beyond to ensure older people were supported during 2021/22.

We would also 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	The Right Worshipful the Mayor of the City 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	Currently Vacant	
The Board	Mrs Carol Harries	Trustee
	Mrs Ann Lawson-McLean	Trustee
	Mr Matthew Jackson	Trustee
	Ms Fiona Miller	Trustee - Commenced 03.06.2021
Director	Ms Tracy Collins	
Company Secretary	Ms Tracy Collins	
Solicitor	McKenzie Bell	
Auditors	Read Milburn	
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Front Door Service (FDS) Social Prescribing Programme

Enabling older people to stay independent longer

Funded by Sunderland City Council, AUKS’s Front Door social prescribing programme provides preventative 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 AUKS’s:

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



“Age UK Sunderland are lifesavers. I will never forget the kindness shown to me that day”.

“I now know where to come to avoid reaching crisis point in the future. Thank you so much”.

“I would not have coped recently without the support I received. The link worker helped me get the support I needed in an empathetic and friendly manner”.

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 80% of clients who accessed the FDS needed

support to become more independent as well as having choice and control over their health.

53% of clients reported they needed support to establish social interactions and support networks.



During 2021-22

1,421
new referrals

12,767
total support interventions

1,538
people supported

FD Advocacy Service

Assisting older people to enable them to find their voice

Funding from the Big Lottery supports AUKS's FD Advocacy Service which is accessible to everyone aged over 50 and is the only one of its kind for older people in Sunderland.

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, achieving a positive impact on older people's health and wellbeing.

Our 2 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.

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.

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.

As government restrictions eased our advocates have also been able to attend community events and hold outreach surgeries in the community to enable more people to access the service.

582
issues resolved

601
people supported

2
volunteers



FD Community Support Clubs (CSC)

Reducing social isolation

Our face to face CSCs bring people together to socialise with friends old and new at the same time offering the opportunity to join in with activities

Due to Covid 19 restrictions, our clubs that provide support to older people weekly in all areas of Sunderland were suspended throughout 2020/21. This continued into the first six months of 2021/22

As government guidelines were eased we were able to open up clubs again albeit initially with reduced capacity to maintain social distancing.

We continue with the reopening of our community clubs and also with the launch of some new clubs with special interest groups such as the scrabble club, craft club and domino club. These clubs provide a vital opportunity to socialise which reduces the impact of loneliness and isolation in older people.

With community support clubs reopening we are able to help older people to:

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

110

older people attended
CSC each week

18

CSCs reopened

18

volunteers



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 felt lonely.

The pandemic exacerbated this issue tenfold which continues to be a growing concern despite the easing of restrictions.

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our KIT service. It is a simple, straightforward way for two friends to have a chat and catch up.

Information is gathered about a person's previous employment, hobbies, likes and dislikes to ensure wherever possible the

right volunteer is matched to our clients. Our volunteers often tell us they get as much reward from delivering the service as the clients do in receiving it.

For much of the year our face to face/ home visiting service was suspended due to COVID 19. However, our 65 volunteers made over 12,000 telephone calls to 286 clients

As government restrictions eased we were able to restart our visiting service during 2021-22 to help support the increased issue of loneliness and isolation due to the impact of the pandemic. In two months of resuming the Friendly Face service during 2021/22 we have made 148 home visits to isolated older people.



65

Volunteers

12,016

telephone calls

286

clients supported

148

friendly face visits

Dial a Driver

Providing transport to vital appointments in the community

Dial a Driver is a volunteer car service providing people over 60 in Sunderland with a ride to non-urgent appointments at hospitals, doctors, dentists and podiatrists.

Poor health or lack of mobility can often mean it is difficult for older people to access public transport and they may lack the confidence to do such a journey on their own. Our small team of volunteer drivers use their own cars to provide a door-to-door service, friendly chat and assistance where needed. This can take the stress and worry out of getting to and from an appointment.

While medical appointments are the priority, the service can also be accessed for journeys to day centres, community clubs and some social visits, when the client would otherwise be unable to travel and may become isolated.

During 2021/22 the AUKS Dial a Driver service remained suspended due to government restrictions, this service will become operational once more now that restrictions have eased.



Community Integrated Teams (CIT)

Living Well Links Social Prescribing Programme

Support for local people who need it most

Funded by Sunderland CCG the CIT Living Well Link Service works to support people 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 is part of Sunderland’s 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 CIT 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 and assets via social prescribing.

During to the COVID- 19 Pandemic, the service was realigned to meet client needs. The LWL workers completed welfare calls, shopping support and onward referrals to vital support services.

The team have continued to support clients, throughout 2021/22 accepting new referrals, completing initial assessments mostly by telephone, offering a listening ear and emotional support, providing onward signposting into appropriate services. Where necessary the team provided Doorstep Welfare Calls in line with government guidelines.

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

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. Non- medical support is provided based on the client goals, ensuring older people receive the right support at the right time.



2,099

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

1,010

older people have been supported by the Living Well Link Service during 2021/22



It's good to know we have AUKS to get in touch with if we need support"

Hospital Discharge Service (HDS)

Actively reducing the re-admission of older people into hospital

AUKS's Hospital Discharge team are based within the Discharge Lounge at Sunderland Royal Hospital (SRH). The HDS is funded by Sunderland Clinical Commissioning Group (CCG) operating across the City of Sunderland for older people aged 60+. The Hospital Discharge team work closely with staff within the hospital wards and discharge lounge in Sunderland. The HDS focus on preventative support to avoid readmissions back to Hospital.

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 to other support services.

Some clients request ongoing support after the initial HDS intervention and are then referred to other services to support the individual on a longer term basis.

During 2021/22 this vital support service has remained fully operational providing crisis food packs to older people requiring emergency support on discharge from hospital, as well as shopping and domestic support. The team continued to adhere to government guidance when visiting older people in their homes.

The service continues to build good support systems with other professional services and organisations ensuring older people receive a variety of support interventions.



"I get excited for the visit every week to help with housework. You made my day coming to visit me, it improved my mood, I can't thank you enough"

920
home visits

2,619
patient contact
within the Discharge
Lounge and across
Hospital Wards

527
older people
supported

421
signposting
and referrals

Loneliness and Isolation Task Force Project (LITF)

Aimed at helping to reduce loneliness and isolation in older people aged 50+

Funded by Sunderland CCG, the Loneliness and Isolation Task Force is a project aimed at helping to reduce loneliness and isolation in older people aged 50+.The project has recruited volunteers who are dynamic and passionate about improving older people's quality of life.

Our LITF volunteers operate a person-centred approach to support older people experiencing high levels of loneliness and isolation to build confidence to access local amenities safely. This includes local transport, shops, parks, community clubs and physical activities to enable social interaction and connections.

"I definitely feel that my mental wellbeing has improved since I started to receive visits from my volunteer. She makes me happy as she is such a lovely person and we have a lot in common."

174

older people have been supported by the LITF

24

older people with dementia were supported via LITF

The volunteer support provided is based on individual needs in a variety of ways, including:

- Provision of welfare calls and home visits with prioritised interventions for those that are socially isolated or experiencing loneliness or at risk of becoming lonely.
- Providing a specialised point of contact for socially isolated or lonely older people
- Linking with our Essence Dementia Support Service to increase referrals and ensure newly referred clients have an opportunity to be assessed regarding risk of loneliness and social isolation at a time when they may be challenged by the onset of, or coming to terms with a diagnosis of dementia.
- Assisting with access to partner agency services and support including primary care and mental health support services.
- Offering support to encourage increased physical activity such as short walks and accessing local amenities, community clubs and other provision to build confidence to enable social interaction encourage independence.
- Signposting to other services in relation to the wider determinants of health such as benefits information and advice, housing, advocacy, community learning and sessions aimed at promoting an active lifestyle.

87

Referrals/signposts (including assisted signposting) to other services

The Essence Service

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



AUKS's Essence Service has continued to develop and make a positive impact for people with a mild to moderate diagnosis of dementia and their carers.

Our Essence Service is dedicated to ongoing consultation with those with a mild to moderate 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.



“Essence have been the only ones to offer ongoing support and help through these tough times”

“The service that Essence have provided has been just what we needed”

“The support I gained through Phase 2 was amazing, at a time I was ready to give up I found a new reason to keep going, thank you so much”

“Essence has been an absolute God send to my parents”



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 Essence Lifestyle service (shopping, housework,) in line with government guidelines
- 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 has been encouraged to engage with the Essence remote/digital activity programme during 2021/22 and face to face sessions have recommenced as restrictions eased.

1,589
people have accessed the Essence Service in 2021/22

1,202
virtual attendances in 2021 /22

660
of which were new clients in 2021/22

721
isolation / activity packs given out to Essence clients in 2021/22

160
people attended Essence virtual activities

2,460
Face to face attendances at Essence outreach sessions with 154 people attending

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, AUKS'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 for older people with low level mental health issues. The service looks to reduce symptoms of mental ill health to increase wellbeing.

Following referral, ongoing assessments are completed to identify need in terms of social exclusion and mental health issues. The service also acts as a form of signposting and support to promote independence and get older people integrated back into their local community.

1567
Contacts made to support people during 2021/22

84
people received support from the project during 2021/22

6
project volunteers



ActivAge

New Activities, New Friends, New Beginnings

AUKS ActivAge service provides older people with many diverse opportunities to socially engage with others in a friendly and welcoming environment providing much needed respite from the effects of social isolation and loneliness.

In July 2021 we were able to reopen a limited number of activities, maintaining a Covid safe environment and as Covid-19 restrictions further relaxed in January 2022 we were pleased to announce the reintroduction of the full ActivAge Programme.

Courses and activities in 2021/22 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
Digital Skills – Smart Phones
Digital Skills - iPad & Android Tablets: How to make it work for you!
Computer Skills – Microsoft; Computers for Beginners
Calligraphy and Watercolours
Spanish and German
Ukulele
Music Making & Appreciation
Walking Group
Meditation & Mindfulness
Walking Football
Forces for Change

Our ActivAge service offers you activities that concentrate on the physical aspects of wellbeing; such as tai chi, yoga, pilates, dance fit and seated exercise. It also offers you activities that enable you to exercise your mind through meditation and mindfulness, by taking on the challenge of learning how to use a computer, tablet or smart phone, a new language, or painting with watercolours, or, you can take part in one of our themed social group activities.

Our ActivAge service offers you activities in a safe and welcoming environment. We strive to ensure that we offer a very flexible programme of activities covering a broad range of interests. All of which are delivered by our eager and experienced tutors and volunteers.

291
enrolments

3,386
attendances

6
volunteers

30
courses

225
older people
benefitting

“Thank you to all at AUKS for all the support that you have given me, you got me through the last year, I couldn't have done it without everyone here. I love attending my Dance Fit class and thank you for the tablet that I was given by the Age UK scheme that I participated in last year, I am now ‘well up to speed with it!’”

“I enjoy my classes, I'm very happy with the services provided and I look forward to the friendly welcome and making friends.”

“I look forward to my Pilates class on Monday's because afterwards I feel so much better, even if I am quite tired. I feel really privileged to have someone so skilled to guide me when doing my Pilates, and she does it so nicely!”

“I'm very happy with the service I receive. Tai Chi is excellent, the instructor goes above and beyond to help us keep fit.”



Active Friends

Age UK Sunderland was successful in attaining a 2nd year of funding from the Community Foundation Kellett Fund to continue the Active Friends project. This project promotes access to free leisure and learning opportunities for older residents living in sheltered accommodation, or, extra care schemes in the City of Sunderland and surrounding areas of Washington and the Coalfields, aiming to reduce loneliness and isolation.

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.

To date:

213
older people
engaged in
the project

46
activity sessions

248
attendances

149
leisure &
learning activities

14
venues engaged

The aim of the project is to increase social inclusion, reduce loneliness and isolation; and 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.

Due to Covid-19, face-to-face delivery of activities remained suspended. We therefore continued to create and deliver activity packs to ensure that we maintained contact with our clients and provided them with many stimulating and engaging activities to help them through lockdown. The activity packs were very well received by residents who stated that they thoroughly enjoyed the variety of activities contained within the packs.

We were able to recommence face-to-face delivery later in 2021 as Covid-19 restrictions were lifted. Many venues were eager to take up our offer, however, lots of their residents still had concerns and reservations about attending face-to-face group activities. People have slowly built up their confidence to reengage with others and attendance continues to improve.



"I just wanted to let you know that the Active Friends activity pack I have just received is much appreciated and I am looking forward to doing the activities."

"Receiving the pack made me feel wanted, I loved all the contents. Thank You."

"Nice, happy and friendly group, I enjoy coming every week."

Maintenance Cognitive Stimulation Therapy (MCST)

Maintenance Cognitive Stimulation Therapy (MCST)

Funded by AUK, AUKS has been awarded one of 20 national contracts to deliver a programme of MCST as part of our ActivAge programme. This will allow us to build on experiences of previous MCST work and will be part of a year-long national research and learning programme about the benefits of MCST.

What's MCST?

Maintenance Cognitive Stimulation Therapy (MCST) is a weekly, two-hour long programme, which ran for a period of 24 weeks. These sessions are designed specifically 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 and carers 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.

20
clients participated

2
groups

265
attendances

1
volunteer



Walking Football

In September 2021 our ActivAge service introduced a brand-new activity, Walking Football, funded by Sport England.

Clients from across our services and the wider community wishing to improve their levels of physical and social activity have benefitted greatly from attending this activity.

What's Walking Football?

Walking Football is designed to support both men and women aged 50 and over to improve their physical fitness, mental health and wellbeing and taking part can help to reduce loneliness and isolation.

- Walking Football is for men and women.
- Walking Football is a slower version of the game.
- It is Football but at a walking pace.
- The game has been designed so that anyone can play it regardless of age or fitness level.
- You don't need any special kit, just comfortable clothes and trainers.

Walking Football sessions take place weekly and includes 1 hour to play the game and 1 hour for socialisation. This funded activity will run for 32 weeks, starting from January 2022 and is intended as an introduction to the game of Walking Football.

12
clients participated

1
groups

42
attendances

"I would recommend walking Football to others."



"Attending this session has helped me with my fitness levels."

"I enjoyed the training session."

Better Mental Health Project

Funded via Sunderland Public Health, the Age UK Sunderland Better Mental Health Project provides a preventative approach to mental health in ageing adults by addressing loneliness and isolation, reducing anxiety and stress, collaborating with wider system to ensure support is readily available, working with partner organisations to raise awareness of available support across the City.

71 partner organisations collaborated

5 Better Mental Health events

253 individual clients supported

“I feel that my mental health has improved a great deal since starting my involvement with AUKS.

My anxiety levels can still sometimes flare up but if I need re-assuring about anything or feel unsure I now feel confident enough to pick up phone as I know I will get the support I need.”



HMRC Advice and Support 2021-2022

HMRC Advice and Support is funded by the Good Things Foundation and is designed to support digitally excluded individuals.

HMRC Advice and Support aims to support people who need extra help in understanding and complying with their tax obligations and claiming their entitlements, including those who are digitally excluded.

Support offered by the HMRC project

- Help individuals to complete a HMRC benefit form
- Provide guidance of how to challenge HMRC decisions
- Help individuals to understand end of year forms, tax return
- Help individuals to sign up for an online Government/HMRC account
- Help individuals to use the online Tax Credits Calculator

155 clients participated

9 groups

324 attendances



Forces for Change

Forces for Change is a project that supports our local Veteran Heroes and is funded by the Armed Forces Covenant.

The project aims to improve mental health, wellbeing and to reduce loneliness and isolation. Age UK Sunderland provide veterans a space to mix with other veterans who may have shared the same or similar experiences and who share a common understanding of those unique experiences.

Support and help is provided to veterans to gain access to the 'Force for Change - Supporting Our Veteran Heroes Project.' Participants have the opportunity to take part in many engaging activities and have the opportunity to lead and develop activities that are relevant and of interest to them.

Support offered via Force for Change:

- Weekly group activities
- Face to face group sessions
- Support and advice
- Safe space to talk and listen
- Wide range of activities — Veteran led
- Tea/Coffee and refreshments

11
clients participated

1
groups

30
attendances



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 organisations providing supplementary information about supportive services and community care matters.

The I&A Service responded promptly and flexibly to the Covid-19 Pandemic throughout 2021/2022, making swift adjustments in delivery of the service to ensure that no older person would miss out on the ability to maximise their income. The I&A service

changed from predominately face to face meetings and home visits to a telephone service to help protect clients and staff from exposure to the Covid-19 virus.

As lockdown restrictions lifted the I&A Service reintroduce a limited face-to-face and home visiting service, with clients and staff following and abiding by strict AUKS and Government Covid-19 guidelines to ensure that all concerned were protected as fully as possible.

Implementing the change in delivery to the I&A service enabled the services to continue throughout 2021-22 without disruption. This supported older people to maximise their income through benefit advice and entitlements.

Maximising benefit entitlements empowers local older people in receipt of low income to better maintain their independence to improve general health and wellbeing.

"Thank you for your help in completing the PIP forms, I could not have done it myself and found it very stressful. You made this much easier for me. Thank you."



2,159

people supported
in making claims

£304,097.31

backdated benefit arrears

£2,298,469.68

in additional benefits

"I am very grateful for the help that I received, the extra money that I was awarded allows me to pay for services that I otherwise could not afford."

"I wish to pass on my sincerest thanks for the time and effort during our very lengthy and helpful conversation in order to complete the recent attendance allowance forms. A first-class service."



LIFeStyle Service

Offering support in and out of the home

We have an invaluable team of experienced LIFeStyle workers who provide help and support to older people across the city. This has been crucial over the last year as demand is on the increase.

Throughout 2021/22 our clients received shopping and housework support, delivered in a Covid-safe way with all staff adhering to strict protocols and risk assessments. Our companionship element of the service was slowly reintroduced as restrictions eased, as it is integral for our clients' mental health and wellbeing.

Shopping support continued to be a lifeline to many older people who needed to self-isolate, ensuring their daily essentials were brought safely to their home. LIFeStyle workers have worked hard to ensure the best possible service is provided as there is still a sense of residing anxiety from the pandemic.

With increased demand for the service we have successfully recruited, inducted and trained new team members and look to continue to do so moving forward in to 2022/23.

24

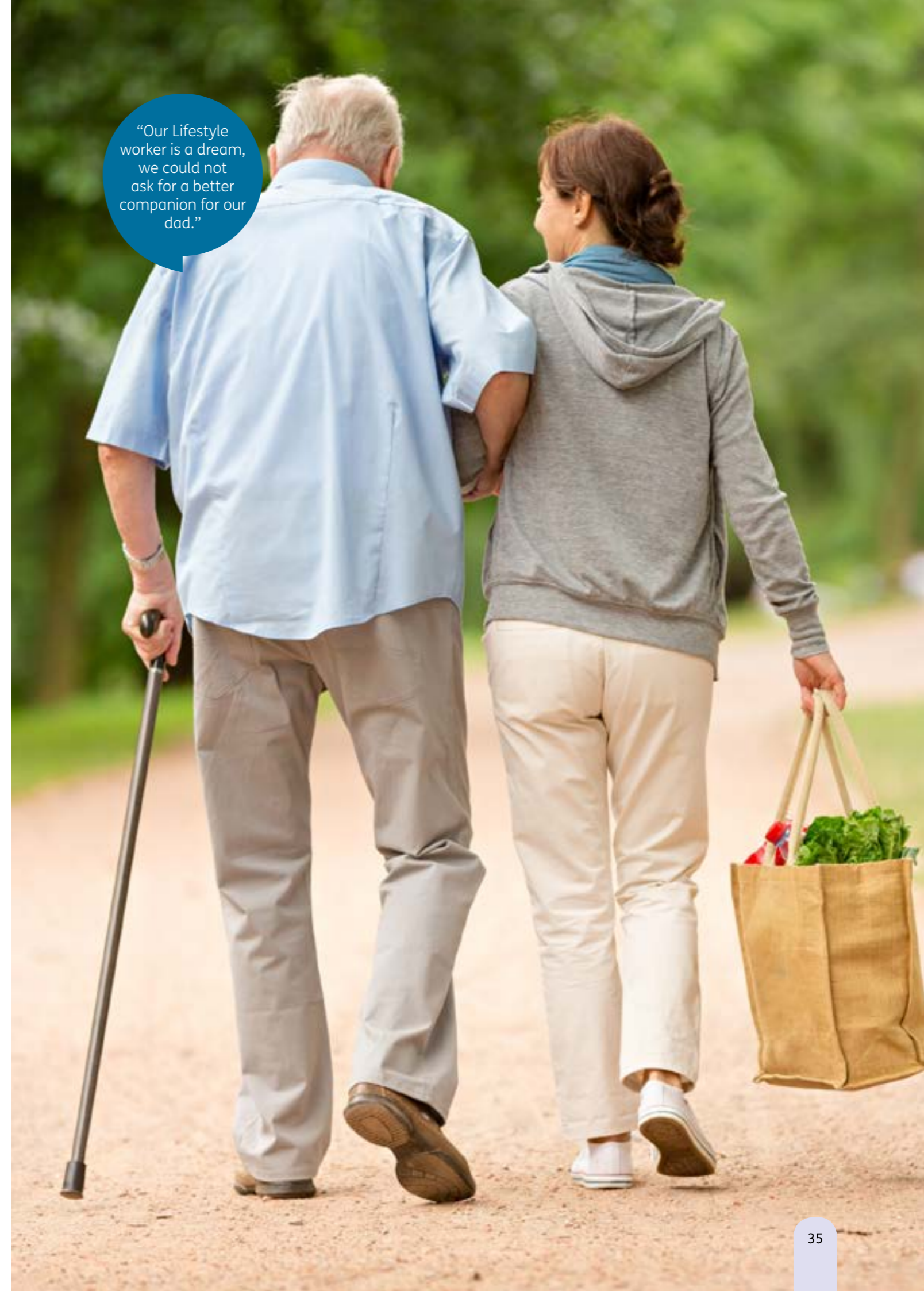
LIFeStyle workers

9,348

hours of support

256

individuals supported



Redwood Day Service

Support to reduce social isolation and maintain independence

The Redwood service provides a tailored experience for each individual, including transport to and from the session and an offer of a freshly cooked 2 course meal. There is also a full activity timetable available.

We have endeavoured to keep the clients safe with continuous testing and the wearing of PPE, the day centre has provided a much needed service to reduce social isolation which became a major issue during lockdowns.

The Redwood service provides a tailored experience for each individual, including transport to and from the session and an offer of a freshly cooked 2 course meal. There is also a full activity timetable available.

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

Despite lockdowns and closures during 2021/22 we had a gradual reopening of the service and supported **67 people** and provided **144 sessions**.

67
people supported

144
sessions



Metcalfe Dementia Support Service

Supporting the needs of people with moderate dementia

The Metcalfe Dementia Support Service was launched in March 2020 as a dedicated day service for older people living with moderate dementia who live within the boundaries of Sunderland. However, the advent of COVID 19 meant that the service was suspended during 2020/22.

This service is based at Lee Terrace in Hetton-le-Hole, in a centre with a high quality, colourful, dementia friendly design and was set up to offer tailored support from trained and dedicated staff.

The Metcalfe Centre includes an outdoor area with a sensory garden for additional stimulation and enjoyment. Activities are designed to help stimulate those living with a moderate diagnosis of dementia, as well as providing much needed respite support for carers

Our aim is to safely relaunch this chargeable service to benefit clients, families and carers during 2022/23.



Coalfields & Washington

AUKS support older people across the whole of the City and has outreach hubs at Washington and Coalfields

Ably assisted by a number of dedicated volunteers, working with a range of partner agencies, we were able to continue to support many local older people during 2021-22 from the heart of local communities during Covid restrictions.

Coalfields & Washington

Many of our clubs in the Coalfields & Washington were suspended due to Covid restrictions. We continued to support older people remotely and during 2021/22

we have slowly escalated some of the community support clubs in the Coalfields & Washington safely in line with restriction guidelines.

We will continue to escalate our clubs during 2022/23 to ensure inclusivity and the reduction of loneliness and isolation.

All enquiries regarding the Coalfields & Washington services can be answered by telephoning 0191 514 11 31



Campaigning

AUKS have continued to support Age UK's national campaigns in 2021/22 via our advocacy service including:

- The Energy Campaign
- The Social Care Reform Campaign
- Improved Healthcare Campaign
- Visits in Care Homes Campaign
- Domestic abuse has no age limit Campaign



Promotions and Marketing

AUKS have been providing help and support to the older people of Sunderland for over 70 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 aim 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 2021/22 this approach was problematic due to government restrictions, as a consequence we mainly used the following methods to promote our services within the Sunderland area:

- Virtual Events
- Virtual drop in sessions

- Press Releases which are sent to our local media to promote news events with great success.
- Radio interviews on local radio stations enabled us to have a strong voice on current issues during 2021/22.
- Via our social media sites (Facebook, Twitter, our website & Instagram) to promote our services and any news we wanted share.
- As restrictions eased during 2021/22 we were able to promote many of our services via a number of events with our partners across the City.
- AUKS is seen as a central hub by older people needing support resulting in an exceptionally high demand for our services.

Health and Wellbeing Guide

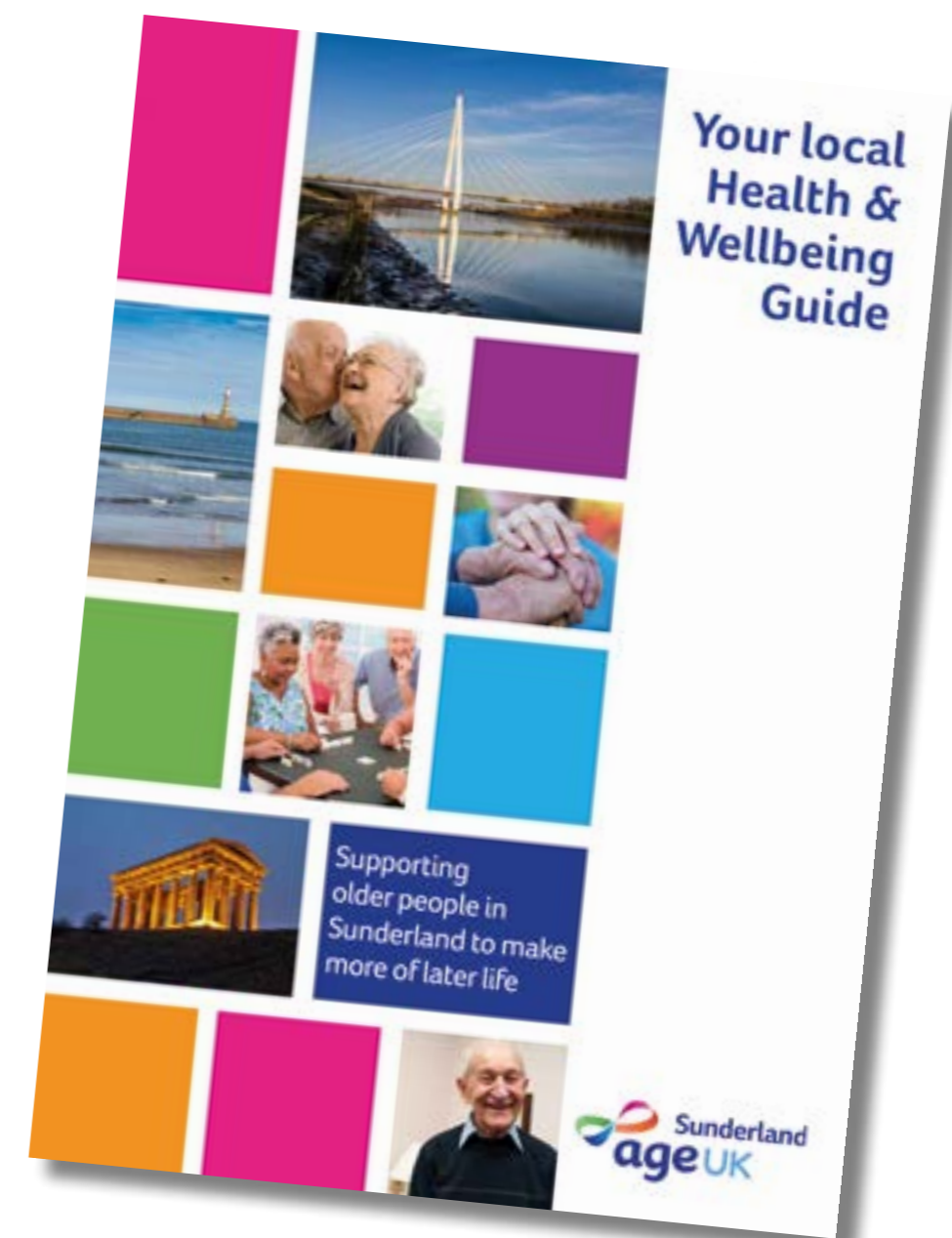
We continue to produce AUKS's Health and Wellbeing Guide.

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

There is information on the services and activities provided by AUKS 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.



Donations and Fundraising

Our thanks go to everyone who has been involved in fundraising for us during 2021/22 and the Covid 19 crisis. 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 vital work that improves the lives of older people in Sunderland.

Due to Covid 19 we were unable to organise fundraising activities and events during 2021/22. Sadly, our annual Christmas Spectacular was cancelled once again due to government restrictions which was a big miss from our calendar.

We were very grateful for all the donations received during 2021/22. These donations supported our work and made a great difference to the lives of many older people in Sunderland. We are grateful to everybody that made donations.

Individual fundraising and donations

AUKS have an online donation page "Just Giving" <https://www.justgiving.com/ageuk-sunderland>. People make individual donations via this account and often use the page as a way of remembering lost loved ones, and to say thank you for the support their relatives and friends received from AUKS in later life.

We have also received a legacy donation during 2021/22 as part of a will, this is to be dedicated to providing ongoing support to older people in Sunderland.

Pay It Forward

Many of the services offered by AUKS are provided free of charge. They are designed to support those in need and to help improve personal situations, finances or overall quality of life.

We ask clients that have benefited from these services to consider donating to help sustain our work for others which contributes to meeting the ongoing cost of services.

'Pay It Forward' is a way for clients or their families to recognise the professional support they have received by making one-off or regular donations to AUKS.

The addition of Gift Aid by UK taxpayers also adds an extra 25% to any donations we receive. Contact AUKS if you would like to know more about how you can 'Pay It Forward' and support our vital services.



Boxing Day

Due to government restrictions we were unable to organise our annual Boxing Day meal at the Bradbury Centre. However due to the kindness of individuals via donations and support, we were able to deliver a free Boxing Day lunch to **120 older people** across the City who were spending Christmas time alone.

Festive turkey dinners with all the trimmings, some special Christmas desserts, chocolates, an AUKS Christmas card, a goody-bag of donated food, crackers and decorations were very well received.

Thank you to everybody that donated food, chocolates and other items that added to this fantastic Boxing Day effort. It was greatly appreciated by all at AUKS and all of those that received a Boxing Day delivery.

Feeding Families

Feeding Families is a charity based in the North East that started by bringing communities together at Christmas. Families and individuals in need are linked by the charity to donors who collect food for hampers for the festive period.

In December 2021 Feeding Families kindly donated a number of hampers for our Boxing Day treat. We would like to thank all of those involved on behalf of our clients that received Christmas hampers.

Mecca Bingo Sunderland

We are grateful to the Mecca Bingo team and customers for recognising our work and for the support that they provided to older people over the Christmas period.

And a big thanks to ...

All of the individual and group donors including Trust funders and Age UK National who have supported Age UK Sunderland over this exceptional year.



Partnerships

As the leading charity for older people in the City, AUKS support 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 continue to have representation on:

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

Sunderland Clinical Commissioning Group (CCG)

AUKS work 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.

Supporting Community Development via Social Prescribing

AUKS is active in supporting community development via social prescribing for older people within the City. AUKS have 2 dedicated social prescribing teams (CIT LWL workers who support people aged 65+ with comorbidities and our Front Door LWL workers who support people aged 50+ focussing on the preventative agenda).

Social prescribing is a way for local agencies to refer people to a link worker. Link workers give people time, focusing on 'what matters to me' and taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support. When social prescribing works well, people can be easily referred to link workers from a wide range of local agencies and partners. Self-referral is also encouraged.

Partnership working

AUKS also work in partnership with many voluntary sector partners across the City, VCS partnership working is vital to ensure all community infrastructure resource is utilised effectively without duplication of service delivery.

During 2021-22 AUKS has worked with many partners, these included Austin House, Space4 in Houghton, Sunderland Parkinson's Society, St Benedict's Hospice, Sunderland Memory Protection Service

(MPS), Sunderland Counselling Services, Sunderland Carers Centre and many more. AUKS Loneliness & Isolation Task Force (LITF) arranged events during Loneliness Awareness Week from the 14 – 18 June 21 with a number of partners. This involved AUKS staff having a strong presence at Herrington Country Park & the National Glass Centre to target the general public in all areas with messages on combatting loneliness.



Volunteering

During 2021-22, 118 dedicated volunteers provided approximately 180 hours of their time per week helping to run our service across the City including the Washington and Coalfields areas.

We have a large team of volunteers who dedicate their time to help support our services across the City including the Washington and Coalfields areas.

The recruitment of volunteers fluctuated during the pandemic, but as the restrictions eased new people are joining us from a range of backgrounds, experiences and varying ages, ensuring our volunteer base is diverse. 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) and 2 references for all volunteers.

Our volunteers are located all over the Sunderland area and to ensure everyone was kept informed and updated during the pandemic we held regular Zoom meetings where our volunteers could meet online. As the restrictions lifted we were able to hold

bi-monthly coffee mornings for volunteers to ensure they reconnected.

The Volunteer News newsletter continues to be published every quarter to keep our volunteers up to date with news stories, profiles, information and the regular training opportunities available such as dementia awareness sessions and safeguarding.

The Covid19 pandemic and subsequent lockdowns dramatically increased the demand for weekly telephone calls to older people who were required to shield and were unable to see relatives and friends. The telephone befriending volunteer team was greatly increased to ensure that as many people as possible who required telephone befriending received weekly contact. Volunteers from community clubs and other services stepped up to support the demand for extra calls.

"I would recommend my friends and family to volunteer here, it's a good and friendly place to be - And all the staff are lovely to work with"

If you would like to find out more about volunteering for AUKS please contact our Volunteer Co-ordinator on **0191 5141131** or email: **volunteering@ageuksunderland.org.uk**

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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