

# Annual Review 2016–2017



# Our Mission

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.



## Introduction

As we moved into our 66th year, Age UK Sunderland has been as busy as ever and we have worked hard to provide a wide range of support and services for the older people of Sunderland. Despite increasing financial constraints, we have managed to respond to over 11,800 referrals to our services, and reach more than 17,000 individuals and we are proud to have been able to deliver an even greater range of services.

FaNS (Friends and Neighbours Sunderland) is a new and innovative project. Beginning in February 2017, working with care homes in Sunderland to promote, encourage and support the development of networks. The project is working with families, friends, and local businesses to maximise residents' quality of life according to their individual needs and wishes, supporting meaningful and sustained links between care homes and communities through increased social participation. Our FaNS Co-ordinator is working to recruit, support and develop FaNS volunteers to assist with the project in terms of befriending and advocacy.

The Sustainable Sunderland project, funded by the Big Lottery Fund concluded in August 2016. Focusing on the four Sunderland Wards of Southwick, Hendon, Pallion and Millfield, its aim was to assist residents to save money on their energy bills and to understand climate change issues. Age UK Sunderland was instrumental in increasing awareness among vulnerable groups in the four wards and helped to reduce fuel poverty in these areas.

The Living Well Links Service has been 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 via the Community Integrated Teams (CITs). The recruitment of a befriender to the team has helped to reduce the negative impact of loneliness and isolation.

Age UK Sunderland were delighted to sponsor the Age Friendly Business Award at the Sunderland Echo Business Portfolio Awards, thus ensuring that we continue to support Sunderland's World Health Organisation (WHO) Age Friendly City status.

For the last 15 years, I have been lucky enough to oversee the delivery of a fantastic range of services for the older people of Sunderland ensuring that they are supported to have a better quality of life within their communities.

I decided to retire at the end of March 2017 and I am extremely grateful to the dedicated staff and committed volunteers who have worked to ensure that Age UK Sunderland continues to deliver first class services to the older people of the city.

I know that I leave Age UK Sunderland in the capable hands of Tracy Buck, Acting Director, along with the Senior Management Team, who will continue to build upon the success of the organisation and I wish them well in their future endeavours.

**Alan Patchett**  
DIRECTOR



**The Board of Trustees decided to appoint Tracy Buck to the role of Acting Director from April 1st 2017.**

Tracy is a local woman with a background in public health and senior management positions in the charitable sector before coming to Age UK Sunderland in June 2015 as the Deputy Director.

“I am hugely excited by the challenge of taking the reins of an organisation that does so much to help and support the older people of the city. I have really enjoyed my time here and I am looking forward to the next phase with tremendous enthusiasm. The staff and volunteers at Age UK Sunderland do a fantastic job in making the organisation as successful as it is and I feel very proud and honoured to be leading a great team”.

**Tracy Buck**  
ACTING DIRECTOR

# Our Board and Other Offices

<b>President</b>	His Worship the Mayor of Sunderland	
<b>Patrons</b>	Professor Peter Michael Fidler CBE, DL, MSc, RTPI Lord-Lieutenant for Tyne & Wear, Mrs Sue Winfield OBE Sir Thomas Allen, CBE	
<b>Chairman</b>	Mr Ged McCormack	
<b>Vice-Chair</b>	Mrs Patricia Robinson	
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	Mrs Ann Lawson-McLean	Trustee
	Cllr Graeme Miller	Council Representative
	Mrs Dianne Hutchinson	Trustee
	Mr David Teasdale	Trustee
	Mrs Paula Richardson	Resigned
	Mrs Susan Canning	Resigned
	Mrs Patricia Harle	Resigned
<b>Age UK Sunderland Services Ltd. Board</b>	Mr David Graham MBE Mr Christopher Pope Mrs Susan Ritchie	
<b>Director</b>	Mr Alan Patchett	
<b>Solicitor</b>	McKenzie Bell	
<b>Auditors</b>	Ribchesters	
<b>Head Office</b>	Bradbury Centre, Stockton Road, Sunderland, SR2 7AQ Tel: 0191 5141131 Fax: 0191 5670378 Email: <a href="mailto:enquiries@ageuksunderland.org.uk">enquiries@ageuksunderland.org.uk</a> Website: <a href="http://www.ageuksunderland.org.uk">www.ageuksunderland.org.uk</a>	
<b>Registered Charity No.</b>	1086995	
<b>Registered Company No.</b>	4199449	
<b>Area Offices</b>	<p><b>Coalfields</b> The Metcalfe Centre, Lee Terrace, Hetton-le-Hole, DH5 0AQ Tel: 0191 5269274 Email: <a href="mailto:coalfields@ageuksunderland.org.uk">coalfields@ageuksunderland.org.uk</a></p> <p><b>Washington</b> Gentoo Sunderland, Washington Office The Galleries, Washington, NE38 7SD Tel: 0191 4168608 Email: <a href="mailto:washington@ageuksunderland.org.uk">washington@ageuksunderland.org.uk</a></p>	

# ActivAge

**Our 2016/17 programme of activities has seen 951 older people benefitting from 100 well-being, leisure and IT courses, culminating in 1,381 enrolments with 12,617 attendances across the City. We ensure ActivAge offers a very flexible programme of activities and interests to suit most people's interests and needs.**

We provide activities which concentrate on the physical aspect of well-being; such as tai chi, yoga, line dancing and seated exercise, whilst others prefer to exercise their minds by taking on the challenge of learning a new language or learning calligraphy.

To date, throughout the UK, 3 in 10 people age 54-74 are not online. However with more older people recognising the benefits the latest technology can bring, we provide a very comprehensive package of IT support to introduce older people to the world of digital inclusion.

One of the greatest gains that any older person can make when attending a class is the creation of a new friendship group. Research has identified isolation and loneliness as damaging to an older person's health and wellbeing. Attending an ActivAge class set in a friendly and welcoming environment often provides a much needed respite from the effects of social isolation together with learning a new skill.

## Courses and activities in 2016/17 have included:

- Fit as a Fiddle
- Gentle Seated Exercise
- Tai Chi and Yoga
- Line Dancing and Dance Fit
- Pilates
- iPad/Android Tablets & Social Media
- Computers
- Computer Drop-in
- Family Tree Online
- Calligraphy
- Drawing
- Watercolours with Gouache
- Spanish, German and French
- Ukulele
- Music Making & Appreciation
- Knit, Stitch, Chit'n'Chat
- Thursday Get Together
- Friday Friends and Scrabble
- Photo Restoration

*"Excellent programme for those learning new skills and using computer tablets to search the internet and access the many opportunities available now to obtain information and buy goods and services online."*

*"I have enjoyed this course and feel that we have covered a lot. The course teacher has been very good and patient! While keeping us on our toes! - I will sign up for the next course."*

*"This learning experience has been very beneficial from both a health point of view and also socially."*



Some of our Activage courses and classes

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# ActivAge

## Befriending Services

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our Befriending Service. It is a simple, straightforward way to prevent people from potentially reaching a crisis point. Our team of dedicated volunteers are in weekly contact with our service users to provide social interaction either with a home visit or a regular telephone call.

Information is gathered about hobbies, likes and dislikes, previous employment to ensure just the right volunteers can be matched to the service user. Our volunteers often get as much reward from delivering the service as the service users do in receiving it.

During 2016/17, 45 volunteers visited 69 service users regularly in their homes and 33 volunteers telephoned 186 service users per week. As the demand for this free service continues to grow we are actively looking to grow our team of friendly volunteers in order to meet the needs of many lonely older people across the city.

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*“I look forward to my telephone call, the volunteer helps me with the crossword and we have a laugh.”*

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*“I really enjoy my visit, we often go out for a coffee, it’s the only time I get out of the house.”*

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Befriender – Val Wiberg

## Social Focus

The 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 coordinator who works one on one with our service users.

Following referral, the coordinator undertakes ongoing assessments with service users, to assess their needs in terms of their social and mental health, what they would like to get from their social life, as well as what barriers they face to achieve their goals. The service also acts as a form of signposting and support looking to promote independence and get people integrated back into their community

Referrals for the service have increased throughout the year and the project has already documented a number of very positive outcomes. In 2016/17, 255 people received support

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# Client Services

## Information & Advice Service

Our Information and Advice service provides much needed support to older people. We offer invaluable Information and Advice across the City of Sunderland to those claiming welfare benefits to ensure they receive their full entitlement. We also provide information on mainstream services and community care issues.

Through telephone advice and home visits, the service is extremely successful in maximising older people's income. The positive effect is to aid older people on low incomes to help improve their general health and wellbeing.

Once again this year, our support has empowered people, reducing their sense of isolation through better access to benefits which help them take part in social activities as well as significantly reducing the worry of day to day living costs. The service has supported over 1,048 people to apply for £740,927 in additional benefits and back dated arrears claims.

## The Multiple Sclerosis (MS) Society

The Information and Advice service has developed a partnership with the MS Society to support anyone who has been diagnosed with the condition. The partnership continues to identify MS clients on low incomes to support them to maximise their income.

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*Thank you so much for all your support and advice.... As I would have found the forms so daunting.. I have received the award... it's all thanks to you.*

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## Advocacy Service

The Advocacy Service is the only one of its kind in Sunderland which provides generic advocacy to older people. The Advocacy team has offered a free quality service over the last five years to the residents of the City meeting high demands for support.

The service provides practical assistance and is dedicated to the needs of older people who are experiencing difficulty resolving problems or having

their voice heard. The service aims to resolve issues which negatively impact on older people's mental and physical health and wellbeing.

The Advocacy team are supported by Volunteer Advocates who liaise and support older people through a range of situations. The Advocates provide a range of choices and pathways, older people can then have control over decisions that will affect them.

The Advocacy Service is essential in ensuring that every older person has a voice and the support they need to speak up for themselves. Often when people are moving through life transitions in later years this time can often prove complex. The Advocacy service for older people is there to understand and enable older people to manage these transitions and demand continues to grow. Our service supported over 200 people during 2016/17 demonstrating a clear need for Advocacy services throughout Sunderland.

Throughout the year the Advocacy team has attended community events and provided outreach surgeries to promote and raise awareness of the service we provide. Some of the older people accessing the Advocacy service gave the following comments:

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*'Involvement with the Advocacy Service has greatly improved my quality of life. I was so worried at times that I couldn't eat or sleep'.*

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## Friends and Neighbours (FaNS)

The aim of the FaNS project is to work with families, friends, providers of services, the voluntary and community sector and local business to maximise residents' quality of life according to their individual needs and wishes. The project also helps support meaningful and sustained links between care homes and communities through increased social participation within care homes, and thus increase the mental and emotional wellbeing of residents.

The FaNS project started in February 2017 and has initiated the recruitment of Befriending and Advocate volunteers to visit care homes on a weekly basis to support residents, aid

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# Client Services

communication or enable the residents to join in activities ran by the Activities Co-ordinator. Care Home managers and staff have been very welcoming and have acknowledged the impact these visits are having.

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*‘The volunteer spends time with all of the residents either 1 to1 or in a group and this this has a positive impact on those who do not have visitors as he takes the time to talk to them. He is pleasant and friendly with everyone and encourages everyone to join in the activities, they look forward to seeing him.’(Care Home Manager)*

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## Care Assist

Care Assist started life in September 2015 and was a collaboration by Age UK Sunderland, Sunderland Care and Support, and Sunderland Carer’s Centre. It was a city-wide service developed to help individuals and their Carer’s find the right care and support. The service was useful for those who do not meet the criteria for social care, but would still benefit from accessing support to improve their health and lifestyle needs.

The Care Assist Co-ordinator was based at our Bradbury Centre and dealt with all sorts of enquiries including help with social support such as attendance at day clubs, or financial support, referring into to our Information and Advice Team, or referring to aids and adaptations or paid housework services.

We received 457 enquiries and supported over 150 older people during 2016/17.

## Sustainable Sunderland Homes – Communities Living Sustainably

As part of the successful Sustainable Sunderland partnership, the 3 year Big Lottery funded project concluded in August 2016, focusing on the 4 Sunderland wards of Southwick, Hendon, Pallion and Millfield. The aim was to help residents save money on energy bills and understand climate change issues.



Our FaNS volunteer Lynn Tracy visiting residents at The Croft

Age UK Sunderland’s role was to increase awareness among vulnerable groups and older people aged 50+ about the effects of lifestyle on planet and climate change and how small changes can impact on energy efficiency and savings.

We have conducted over 190 home energy checks, held group sessions on energy supplier switching and supported 5 volunteers to help transform vulnerable older people’s garden areas through our garden swap scheme.

Outcomes achieved include a reduction of fuel poverty, improvements to the local environment, greater energy efficiency and better understanding of climate change.

We consulted with residents and organisations during the final months of the programme to find out how their attitudes have changed towards sustainability and to see if their conditions had improved as a result.

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*I can’t thank the Sustainable Sunderland officer enough. He made sure that I was given great advice and introduced me to the Warm Homes Coordinator who helped me secure funding through both Warm Up North and Age UK Sunderland. Things like this don’t normally happen to me.*

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# Client Services

## Warm & Healthy Home Initiative

Age UK Sunderland's Warm & Healthy Homes project is an innovative and proactive programme delivered by our team to tackle the plight and effects faced by many older people living in cold homes across Sunderland. We work in partnership with a number of providers in Sunderland and the programme is funded through British Gas Energy Trust.

The team work with clients aged 65 +, suffering from long term medical conditions, to replace or repair old and inefficient boilers and also offered a range of other support measures to make homes a warmer and healthier place in which to live - not just in cold weather but throughout the year.

Over the life of the programme the team have supported:

- ➔ 87 local elderly people to access new boilers
- ➔ 1,950 clients with a combination of, warm homes packs, information & advice on saving energy, switching providers and how to stay warm & healthy in their homes.
- ➔ We also made in excess of 300 home visits to help older people often saving money along the way.

Working closely with our partners the Warm & Healthy Home team ensured regular contact with clients through telephone calls, email, 1 to 1 and group sessions. Utilising local community settings enabled the team to engage with those who are traditionally hard to reach. The Warm & Healthy Homes team held talks, promotion events and awareness raising at shopping centres, GP surgeries, health centres and Wellbeing Centres.

Often driven by the complex needs of the person the Warm & Healthy Homes team very much focused on the practical support measures the programme was able to provide, meeting and exceeding all the targets of the initiative.

## Hospital Discharge Service

Based in the discharge lounge at Sunderland Royal Hospital, Age UK Sunderland's Hospital Discharge team continues to successfully operate as a service for all older people aged 60+. The team forms part of Sunderland's 'Recovery At Home' initiative. It recently extended the service to incorporate Social Care and support the teams at Farmborough Court and the Immediate Care & Rehabilitation service. The discharge lounge caters for approximately 800 patients a month.

The Hospital Discharge project has two main areas of work;

- ➔ To prevent readmissions into hospital
- ➔ To support older people to be as well as possible after admission to hospital.

The team offers a flexible range of advice and support within the home. Working with patients for to up to six weeks after discharge, the service includes assisting to prepare meals and helping with light domestic work, shopping support, signposting, and making referrals. Some clients require ongoing support after six weeks, the team then refer clients to other services to support the individual on a longer term basis.

The Hospital Discharge Team have once again had a very busy year and continue to provide the service seven days a week. The team have supported over 1,300 clients, making more than 3,600 home visits. The rate of referrals for the service is on an upward spiral as more and more people hear about the quality and breadth of service the initiative provides. We continue to support older people throughout the Sunderland area, building good support mechanisms with other professional services and organisations, working closely to enable people to receive the right help and support at the right time.

*"I felt very secure. I was in a very strange place and the visits really helped I am very grateful"*

# Client Services

## LIFeStyle Service

We continue to provide vital support to people across Sunderland via our self-funded LIFeStyle Service. The service is open to those seeking support in different areas of their lives.

The LIFeStyle service provides support in relation to:

- ➔ Light housework
- ➔ Shopping for clients
- ➔ Accompanying the person on outings
- ➔ Assistance with cooking
- ➔ General help and assistance to make life easier and more enjoyable.

However, we also provide support for older people to undertake many other varied activities. With a team of experienced LIFeStyle Personal Assistants, who provide excellent help and support for our clients.

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

We currently employ 12 LIFeStyle workers, who provide 135 hours per week of support, to a total of 94 people.



# Day Services and Day Clubs

**Throughout the UK, 1 million people haven't spoken to anyone in a month and 4 million say the television is their main form of company.**

**Source – Age UK**

Recent studies have shown the damage potentially caused by loneliness and the subsequent impact on physical health (a rise in obesity rates) and mental health (depression and suicidal feelings) with a consequential higher risk of a premature death.

The vast majority of people who attend our clubs do so because of loneliness. When referrals are received, it is invariably because someone is feeling increasingly isolated, struggling to get out on their own and desperately in need of social interaction with a peer group. A number of referrals are made following the death of a long-term partner.

## Day Clubs

Age UK Sunderland continues to provide a total of 31 day clubs which are held in a number of venues across all 5 localities of the City. On average around 550 people attend clubs each week. All of our clubs are run by a dedicated team of volunteers who provide invaluable support to ensure that the clubs provide a positive and welcoming environment for all those who attend. For a small charge, attendees receive:

- ➔ A safe transport service to and from their door to their club
- ➔ A tasty and nutritious two course lunch and refreshments
- ➔ The opportunity to take part in activities such as bingo, raffles and board games
- ➔ The opportunity to make new friends

The main benefit of attending any of our clubs is the opportunity to get out of the house, and socialise in a warm and pleasant venue.

*“Everyone is so kind and I love seeing people every week and catching up on their news”.*

*“We all get on well together and have a laugh. I love coming along”.*

## Day Services

Our Day Services continue to provide a high standard of activities and events throughout the year for service users. These included themed parties to celebrate Christmas, Easter, Burns night, Valentine's Day and the Queen's 60 years as monarch. Every day we offer a full timetable of activities such as Craft, iPads, Seated Exercise and Health & Wellbeing courses as well as bingo, raffles, card games and quizzes.

Our Day Centre continues to provide both carer relief and a supported and safe day out for those individuals who require that little bit of extra assistance. Many people find the experience so valuable and enjoyable, that they attend more than once a week. In total we are helping 55 older people per week.



Day Services

# The Essence Service

**By 2025, throughout the UK, just over 1 million of us will be living with dementia and over 2 million by 2051. Source –Age UK**

**The Essence Service is funded by Sunderland Clinical Commissioning Group (CCG) and is a joint initiative between Age UK Sunderland and Sunderland Carers' Centre. We also work closely with local partners, such as the Alzheimer's Society and Hetton New Dawn.**

The aim of the service is to provide individual support to people recently diagnosed with dementia and their carers.

We endeavour to keep as much of the 'essence' of the individual to enable people to live well with dementia for as long as possible. We hope that, by doing this, we can ultimately reduce the need for medical intervention such as visits to the GP and admissions to hospital A&E departments.

We have a dedicated staff team based at the Sir Thomas Allen Centre, at Doxford Park, working to provide tailored support plans that are reviewed regularly. This includes setting goals and agreeing actions.

During 2016/17 a total of 507 people accessed the Essence Service.

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 given to service users and their carers. This includes maximising income and accessing benefits, staying healthy and preventing

falls, information on residential care, wills and power of attorney and accessing social care assessments.

All clients are encouraged to engage with a range of activities and interests as evidence shows that keeping busy, stimulating the brain and socialising slows down the progression of dementia and maintains general well-being. This includes coffee mornings, arts and crafts sessions, reminiscence, independent living skills, healthy cookery and iPad active sessions.

We have over 25 volunteers who support the service in a variety of ways. All volunteers are screened and DBS checked via the Age UK Sunderland Volunteer Coordinator. Volunteers are encouraged to access Dementia Awareness training.

*"I would like to say a big thank you for all the help that Essence has offered my Dad and our family, giving us information and signposting to other agencies."*

*"I would like you to know that since I started to come along to the activities my life has become so much better and my family have said they have seen a huge change in me - I am so much happier."*

*"I can't put into words how grateful I am to have accessed your service. Everyone has been so kind and I would not have known about anything if Essence hadn't informed me."*



  
**Essence  
Service**

Enjoying tea  
at Essence

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## Essence Theatre Project

Steve Gilroy is a playwright from Northumbria University and Live Theatre in Newcastle. His plays are based on actual conversations with people, often based in the North East and focus on the experiences of people living in the region.

'Each Piece' is a play which explores the challenges of living with Dementia and aims to look beyond the 'headlines' and present the real experiences of people who are living with the condition and their carers.

Steve visited the Essence Service over several weeks talking to clients about their individual experiences. 'Each Piece' tells the story of three couples who are all Essence clients.

Two 'Script in hand' performances took place at Live Theatre on 27 and 28 January 2017. The performances featured a number of well known North East actors including Laura Norton who plays Kerry Wyatt in Emmerdale.

On the 27th January Essence staff took the clients involved to view the performance.

The feedback was excellent and Steve Gilroy is looking at touring the performance around the North East and hopes to start off with a performance in Sunderland. There is a possibility Each Piece may run at the Edinburgh festival in 2018.

## Living Well Links

The Living Well Link service is part of the new Community Integrated Teams (CIT's) providing care and support to vulnerable local people who need it most, including older people with multiple health conditions. The aim of the Living Well Link service is to put people living in Sunderland in personal control of their health and well-being by acting as a conduit to support services.

We successfully provide social support to local people who need it most. There is a dedicated Living Well Link worker in each CIT in the 5 localities of Sunderland, linking older people to the services

in the community that can improve their health and well-being and support them to live as independently as possible.

The team operates city-wide, visiting older people in their homes and other community settings, working directly with them, their families and carers to plan non-medical support that is based on the goals most important to them.

Our workers will offer a first point of contact for people, to provide on-going support so that they don't look for medical or social care when they perhaps don't need it.

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. We work to support those people in that top 3%, identified by their local GPs who:

- ➔ Are usually 65 years or over
- ➔ Have two or more complex long term health condition
- ➔ Face social challenges as a result of their health such as not knowing their benefit entitlements or struggling to get out of their homes.

Between October 2015 and March 2017 a total of 1,737 older people have been referred into the Living Well Link Service.

During the same period over 2,000 referrals or signposts were made to other support services.

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*"I feel extremely happy with the service I received from LWL. It has helped me to retain my independence in my own home and within my local community."*

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*"My husband now accesses day care which allows me some free time."*

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# Our Area Offices

## Coalfields

Based at the Metcalfe Centre, Lee Terrace, Hetton, our Age UK Sunderland Coalfields Area Officer delivers lots of community activities and events for older people, with the dedicated support of local volunteers. During 2016 – 2017, a total of 9 day clubs served over 100 older local residents each week.

Age UK Sunderland supports older people across the whole of the City including two dedicated area officers at Washington and Coalfields. The area officers provide access to our staff at a local level, ably assisted by a number of volunteers and working with a range of partner agencies, we are able to support many local older people situated in the heart of those local communities.

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 for the Queen's 90th birthday. This ensured an engaging and interesting programme enjoyed by all



*Queen of Eventide Pauline Harding with The Right Worshipful the Mayor of the City of Sunderland, Councillor Alan Emerson*

who took part. Not to be excluded, some of our local volunteers have also benefited from first aid, food safety and dementia awareness training.

Attended by over 100 guests, the 'Queen of Eventide' afternoon tea took place once again as part of this year's long standing and traditional Houghton Feast celebrations and Pauline Harding was crowned as our Queen. In keeping with tradition, food and entertainment was available for everyone and once again Houghton enjoyed another successful 'Feast'.

Working with our Age UK Sunderland Essence Service, we host a weekly outreach session at our Coalfields office in the Metcalfe Centre. This is an opportunity for local residents to meet and talk to people in similar circumstances, enjoy a range of fun activities such as new age curling, bocce, quizzes and more. In addition our area officer held an information session during dementia week at the Peppercorn café in Houghton le Spring. Other special events have been also been hosted specifically for our 'Essence' clients including cookery demonstrations, football memorabilia displays and a 5 week Crafty Christmas Course.

## Washington

The Age UK Sunderland Washington Area Officer is based at the Gentoo offices within the Galleries Shopping Centre. The Area Officer is responsible for organising local activities for older people such as lunch clubs and supporting local volunteers. Over 60 older people attend per week at the lunch clubs, supported by more than 20 volunteers.

Last Christmas saw Age UK Sunderland in Washington working in a new partnership with Washington Galleries Management who invited us to join in a variety of sessions of fun. This included making toiletries, Christmas cards and decorations which attracted over 70 older people,

The Christmas Stella Event had over 200 people attending and included 6 members of Santander Washington who assisted on the day. Going forward, the Galleries Santander Team have opted to keep Age UK Sunderland as their charity of the year for 2017/18 for which we are very grateful.

## Our Area Offices

Through working in partnership with the Washington Galleries Management, the need for Dementia Awareness Training for their senior staff was identified. Up to 12 members of staff have now had dementia awareness training, and this is ongoing for the rest of the Galleries team.

The Essence outreach Group grows steadily with over 20 members attending weekly. Games such as Bocce, New Age Curling, and even Archery are played, and competitively pursued by all!

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



*Learning about I pads in the Coalfields area*



*Coffee Morning – Asda*

# Campaigning

**Age UK Sunderland have continued to support Age UK's national campaigns in 2016/17 and these have included:**

## Attendance Allowance

Due to the changes transferring responsibilities to local authorities regarding attendance allowance, Age UK wanted to ensure that the views and concerns of older people regarding the changes were heard. We contacted the MP's of Sunderland to explain that we were worried that the allowance may cease to be a cash payment and merged into social care budgets instead. Our campaigning proved to be very successful.

## Cold Homes Week 2016

Part of the campaign for warm homes, Cold Homes Week (1-5 February 2016) is a week of action on fuel poverty and excess winter deaths organised by Age UK. During Cold Homes Week, Age UK called on the Government to reform its energy efficiency schemes to enable all older people to live in a warm home and local Age UKs up and down the country held events to highlight the issues.

## No one should have no one at Christmas

Loneliness and social isolation can have a serious effect on the health and well-being of older people. It remains tragic that 1.2million older people are persistently lonely with the same number dealing or coping with extended periods of loneliness sometimes lasting for years.

Christmas should be a time of family, friends and joy but we know that this time of year can be particularly hard to bear. Age UK decided to run again the 'No one should have no one at Christmas' campaign. It is an excellent way to highlight the difficulties that older people face at this time of the year.

The national campaign ran from 21 November to 25 December and the aim of the campaign was to promote an engaging and tangible solution through

our befriending service which provides regular weekly phone calls and visits to lonely older people. Two videos made with the support of actors Miriam Margolyes and James Bolam told the stories of two people and were aired on national TV.



*North East actor James Bolam supporting the campaign*

## 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, Sun FM, Sunderland Echo and other local publications and media outlets. Age UK Sunderland has campaigned and commented on behalf of older people in the city on various topics including:

- ➔ Social isolation
- ➔ Excess winter deaths
- ➔ Fuel poverty
- ➔ Winter warmth and advice
- ➔ The cost of care
- ➔ Dementia.

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

The Winter Warmth campaign focused on making sure older people kept themselves warm during the cold winter months. We sold Winter Warmth packs for £2 which included a fleecy blanket, thermal socks, room thermometer, hot chocolate, energy efficiency tips and information about related services Age UK Sunderland offers.



# Campaigning

## 50+ Forums

50+ Forums provide an opportunity for older people to express their views and opinions on issues that affect their lives such as health, safety, security, housing, social care and support and transport.

Age UK Sunderland have held numerous 50+ Forums in each of the five localities of the City, which are: East, West, North, Washington and Coalfields.

Building on previous campaigns and action plans and by listening to what the forum members want, the groups have looked at a number of topics including:

- ➔ Making Sunderland City Centre Age Friendly
- ➔ Digital Fabrication
- ➔ The redevelopment and regeneration of Sunderland
- ➔ Pedestrian & Car Parking issues
- ➔ Scam prevention
- ➔ Age UK Sunderland services Volunteering

In total, we have 157 members of the Forums network, holding regular meetings in each of the five localities. We strived to increase our membership during 2016 – 2017 so that the voices of older people can grow in strength and continue to be heard across a variety of important issues to residents of Sunderland.

## Older People's Champions

The Older People's Champions network has continued to be active in 2016 through to 2017. The group have been actively involved in the World Health Organisation: Age Friendly City initiative for Sunderland. Sunderland aims to be an All Age Friendly city that is welcoming and inclusive to everyone. This will be achieved through the activity of members, all of which will contribute to a range of city-wide age friendly priorities.

There are a range of partners across Sunderland taking this forward, Age UK Sunderland, Gentoo Group, Sunderland BID, Sunderland Care and Support, Sunderland City Council and the Sunderland Clinical Commissioning Group.

We want our City to be:

- ➔ A place where people of all ages are able to take part in their community and city life and thrive.
- ➔ A City that is designed for diversity and is inclusive and cohesive.
- ➔ A City of choice for all generations.

The Older Peoples champions will continue their work moving forward into late 2017 and early 2018.

**Data for 2016 from the Office for National Statistics (ONS) shows that Sunderland has 278,200 residents of which 25% are over 60.**

**In Sunderland over the period from 2015 to 2035, the number of residents aged under 65 is projected to decrease by 7.5% from 223,200 to 207,400. The number aged 65+ is projected to increase by 40.7% from 51,000 to 73,000.**

# Promotions and Marketing

**Age UK Sunderland have provided help and support to the older people of Sunderland for over 65 years and we are the largest local independent charity, working and campaigning on issues affecting all older people within the boundaries of the City.**

To fund our work, we seek to achieve a constant flow of independent income through a balance of the identification and attainment of funding opportunities and trading activities.

The trading activities, through Age UK Enterprises, enables us to meet the needs of older people through products specifically designed for people in later life; products such as General Insurance, Home Insurance, Car Insurance, Travel Insurance, Funeral Plans, Personal Alarms, Age UK Equity Release Advice Services, Wills and Legal Services

During 2016/17 we have continued to develop a range of 'face to face' events to inform people of the many products and services that Age UK Sunderland have available.

We continue to run 'Funeral Planning' events both at our main office in the Bradbury centre, as well as in the Washington area with more being planned for Coalfields and Doxford.

Nationally, 'Age UK Hearing Aids' working in partnership with local Age UK's (including Age UK Sunderland) provides a specialist Hearing Aid Service which is growing in demand. Hosting regular, free hearing tests at the Bradbury Centre has proved very popular and for those with less mobility they can choose to receive the test in the comfort of their own home.

We continue to run information events in relation to our age focussed products and services, always looking for new ideas and opportunities to promote them. We continue to position ourselves in public spaces with high volume footfall, with regular promotional stands at Washington's ASDA and other local businesses. This approach maximises our potential to introduce our products and services to new people as well as creating networking opportunities with other organisations and learn about the services that they provide to inform our client base.

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

- ➔ Visiting existing groups within the community to give talks at Community Centres, Churches, Hospitals, Patient Groups, Sheltered Housing, Schools, Community fairs, GP Surgeries and Libraries.
- ➔ Held drop ins at various locations for example, Libraries, Doctor Surgeries, Hospitals (during visiting hours), and Health Centres
- ➔ Worked with other organisations and attended their events, giving talks to staff particularly those that deal with older people, i.e. Sheltered Housing Wardens, Carers, Nurses, Gentoo Staff and GP's. We distributed information packs regularly to GP's and care staff to distribute to people who they believe would find the information beneficial.
- ➔ Regular email updates of our news and planned events to our growing list of community contacts and organisations to keep them informed of our activities.
- ➔ Press Releases which are sent to our local media's to promote any events.
- ➔ Information stalls in shopping centres-ASDA, Washington (monthly), Bridges, Sunderland (once a year)
- ➔ Using our social media sites (Facebook and Twitter) to promote our products, services and any news we would like to share.

## Social Networking

Age UK Sunderland's Facebook and Twitter page are visited regularly by our followers and the number of followers are steadily increasing as older people are joining the technological revolution and discovering our social networking sites and pages.

We have over 350 Facebook followers this year and this is continuing to increase on a monthly basis. We believe that this trend will continue and we will endeavour to maintain this growing interest and demand by posting to our page and engaging with our followers more regularly.

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# Promotions and Marketing

Our Twitter page currently has 1,170 followers. Social Media has proved to be a very useful platform for promoting our products and services, and we will continue to use it as one of a number of tools to promote Age UK Sunderland, ensuring we keep people informed about any events, news and campaigns we are running.



**Find us on Facebook at:**  
**[www.facebook.com/pages/Age-UK-Sunderland/208972532622](https://www.facebook.com/pages/Age-UK-Sunderland/208972532622)**



**Find us on Twitter at: @**  
AgeUKSunderland or our Twitter  
feed at: <https://twitter.com/AgeUKSunderland>

# Fundraising

**Our thanks go to everyone who has been involved in fundraising for us, far too many to mention but here is a selection:**

## **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 4,000 tiny hats to fit onto the smoothie bottles. This raised over £1,000. The hats were on sale in the winter months, highlighting the winter warmth campaign. A big thank you to all our knitters as we could not have achieved the target without you.

## **Christmas Spectacular:**

Our annual Christmas Spectacular Concert was held in December at the Salvation Army in Roker. The Reg Vardy & Chester le Street Salvation Army Band, with bandmaster Joe Beattie, world renowned opera singer Graeme Danby, young euphonium virtuoso Andrew Hedley and the University of Sunderland choir Dodici Voce gave wonderful performances. Sincere thanks are given to them all for their time and effort which they gave voluntarily to this event.

Our thanks also to Gordon Quinn for his support in the planning and preparation for the concert and the Salvation Army, Roker for their fantastic venue. The concert raised over £2,000 with sponsorship of the event from John G Hogg; Funeral Director, for which we are extremely grateful.

## **Boxing Day:**

We received a number of donations for our 2016 Boxing Day Lunch including gifts for the people attending. We would like to thank Fusion Call Centre and Mr David Goodfellow for their continuing support.

Santander Banking have been very supportive of Age UK Sunderland and we thank the Sunderland and Washington Branches for their fantastic fundraising efforts and commitment to helping us at events, especially in the Washington area.

Thanks also to The Galleries, Washington, The Bridges Sunderland, and ASDA for continuing to support us.



# 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.

## All Together Better (Vanguard)

Age UK Sunderland and Sunderland Carers Centre have worked in partnership since August 2015 to deliver the Patient, Public and Carer's Engagement (PPCE) element of the Vanguard/All Together Better initiative in Sunderland.

The aim of the Age UK Sunderland PPCE team was to inform local people about the Vanguard/All Together Better and how it will positively impact on their lives.

The effective engagement of patients, carers and the public is critical to the success of this new way of working.

Sunderland Clinical Commissioning Group (via Vanguard funding), commissioned Age UK Sunderland as the lead agency, supported by the Carers' Centre. As two of the leading community organisations in the City working with older people and carers, this supported the rapid and effective engagement of public, patients and carers across communities, both in terms of location and of health specific conditions.

In June of 2016, Age UK Sunderland were once again commissioned by All together Better with a renewed objective of reaching additional groups adopting a less formal peer to peer approach.

In order to target the more appropriate groups, and focussing on the top 3% of those with the poorest health in the city, the team has worked to coordinate the recruitment, training and deployment of a number of All Together Better Volunteer Champions.



*Some of our dedicated PPCE volunteers*

# Partnerships

Directed and supported by the PPCE team and building on our 2015 – 2016 work, a further series of 45 informal engagement sessions were conducted with diverse groups across the City with great success.

## Moving Towards an Age Friendly Sunderland

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

Many cities and communities are already taking active steps towards becoming more age friendly including Sunderland and we currently hold the World Health Organisation's Age Friendly City status. As part of this, we are working together with the Sunderland Adult Partnership Board and other partners to ensure that we push this agenda forward.

## 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 the condition and people with dementia and their carers will be encouraged to seek help and support to ensure inclusion within communities.

In addition to this, people will be more independent and have more choice and control over their lives. Within Sunderland we are working with the North East Dementia Alliance, Sunderland Multi Agency Dementia Group and the Sunderland Dementia Community Forum, to ensure that Sunderland is a dementia friendly city.

## 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. To achieve these goals, Age UK Sunderland is working with:

- Inclusive Communities Group
- International Sunderland Steering Group
- Voluntary and Community Sector Networks in the East, West, North, Washington and Coalfield areas of Sunderland.
- Sustainable Sunderland

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.

## Sunderland Clinical Commissioning Group

Age UK Sunderland has representation on the following boards, 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:

- Out of Hospital Board
- Mental Health Programme Board
- Implementation & Assurance Group (Community Integrated Teams)

# Partnerships

## Sunderland Safeguarding Adults Board

The Director is a member of the Board and our organisation is dedicated to ensuring older people in the city are safe from any form of harm.

## Sunderland Vanguard Provider Board

The Director is a member of the board and our organisation is actively involved in the Health and Social care integration agenda in the City.

## Local Business Partnerships

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

- ➔ Sunderland BID – Age UK Sunderland is represented on the board.
- ➔ Business in the Community
- ➔ Fusion Call Centre – Volunteer and Fundraising Support
- ➔ John Hogg Funeral Directors – Christmas Spectacular Sponsor
- ➔ The Bridges – Continued support by allowing us to use the centre to contact the public.
- ➔ Rostra Healthcare – Sponsor of the Marriot Christmas Lunch

We thank all of the above for their continued support and partnership working with Age UK Sunderland, to help achieve our goal of making our City a better place for older people to live.

## Donations and Acknowledgements

Thanks go to all the funders of our services. Their continued support enables us to fulfil our mission statement for the older people in the City.



We would also like to thank everyone who has made a donation to us over the year. Your financial support is greatly valued and very much appreciated.

# Volunteering

**It has been another very busy year for our over 300 volunteers who provide approximately 1,200 hours of their time per week helping to run our services across the City including the Washington and Coalfields areas.**

The 2016 Age UK Sunderland Volunteer celebration was held again at Bede Tower, and was a splendid opportunity to thank everyone for their time and dedication. The event had a royal theme as it coincided with Her Majesty the Queen's 90th birthday celebrations. The Mayor of Sunderland, Cllr Alan Emerson and Deputy Lieutenant for Tyne & Wear Sir Peter and Lady Margaret Vardy were in attendance to present the awards.

Many long services certificates were given out and our Volunteer of the Year Award 2016 was presented to Molly Lawton, for her hard work in our weekly lunch clubs.

The Volunteer Views newsletter is published every quarter to keep our volunteers up to date with news, information and the regular training opportunities which are available, such as dementia awareness sessions and safeguarding.

Recruitment of volunteers remains strong with new volunteers coming forward from a range of backgrounds and experiences and varying ages, our volunteers offer an impressive range of skills as well as great reserves of energy and enthusiasm.

We thank every one of our volunteers for their continued commitment. If you would like to find out more about volunteering for Age UK Sunderland contact our Volunteer Co-ordinator on 0191 5659045

*Sir Peter Vardy (left) and Age UK Sunderland Director Alan Patchett (right) congratulate Molly Lawton on being Age UK Sunderland's Volunteer of the Year 2016*

*"I would definitely recommend being a volunteer, knowing that I am making a difference to someone's day and putting a smile on their face, is one of the best feelings you can have."*

*"It has been a lifeline for me. I have made many friends and met some lovely people. I find volunteering to be a really positive choice that benefits the volunteer as much as the client and would recommend it to anyone".*

*"I feel as if I have achieved so much through my volunteering"*

*"I find it very rewarding! Firstly it is nice to feel that you are giving some time to help other people. It also keeps me in a routine, which is important to me. But most of all I get a strong sense of satisfaction when I leave the building that I have done some important work which has helped older people "*





# News and Events

## Boxing Day Lunch

Once again, Age UK Sunderland held a Boxing Day lunch for the older of people of the City who experience high levels of social isolation and loneliness at Christmas time. The event was a great success with over 50 people attending. Each person left the event with a Christmas gift and a wonderful hamper.

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

## Sunderland Echo Business Portfolio Awards

The Business Portfolio Awards are held annually to recognise the best examples of local businesses in the Sunderland area. In 2016, Age UK Sunderland sponsored a new category, that of Age Friendly Business which was won by Station Taxis.

## Christmas Fun at the Marriott

A delicious Christmas Lunch was enjoyed by almost 30 older, isolated people at the Marriot Hotel last December. Sponsored by Rostra Healthcare, the event was a great success and enjoyed by all who

attended. We would like to extend our thanks and appreciation to Ian Brown, Managing Director of Rostra for arranging such a fantastic day.

## Christmas Carol Service

The Age UK Sunderland Christmas Carol Service at 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, Rev'd Andrew Dowsett for leading the service and the East Herrington Primary Academy Choir for their very emotional and uplifting performance.



*East Herrington Primary Academy Choir*



*The staff at Station Taxis collecting their award at the Sunderland Echo Portfolio Business Awards*

# Trading

## A wide range of products and services designed for those aged 50+

To fund our work, we seek to achieve a constant flow of independent income through a balance of the identification and attainment of funding opportunities and trading activities.

The trading activities, through Age UK Enterprises, enables us to meet the needs of older people, through products specifically designed for people in later life; products such as general insurance:

## Home Insurance

- 'New for old' cover
- Only £45 standard excess\*
- Option to pay by interest free monthly instalments (0% APR Representative)

## Car Insurance

- No hidden admin fees
- No upper age limit
- Guaranteed courtesy car for comprehensive customers in the event of an accident\*\*

## Travel Insurance

- No upper age limit
- Annual Multi-trip and Single Trip cover
- Cover for your medical conditions wherever possible

## Funeral Plan

The Age UK Funeral Plan allows you to pre-pay for a funeral at today's prices. If you are aged 50+, acceptance to the plan is guaranteed.

## Personal Alarms

If you want to remain independent and have peace of mind, Age UK Personal Alarms is the perfect service for you. Professional and friendly help in

an emergency, at any time of the day and night. No obligation home demonstration available upon request or order online and connect the unit yourself with Easy-Connect.

## Age UK Equity Release Advice Service

A tailored advice service provided by Just Retirement Solutions Limited that recommends from a range of products to suit your needs.

**The solution to releasing equity from the value of your home may involve a lifetime mortgage or a home reversion plan. To understand the features and risks you should ask for a personalised illustration.**

## Wills and Legal Services

In association with leading law firm Irwin Mitchell, we offer a range of legal services providing advice in relation to Wills, family and relationships, personal injury, buying or selling a home and rights at work.

## LifeBook

The Age UK LifeBook is an easy way to safely record the practical details of your life for free. You can exactly what you need without searching through files for important documents and information.

# Trading

**Home, Car and Travel Insurance are provided by Ageas Insurance Limited.**

**Age UK Guaranteed Funeral Plan is provided by Advance Planning Limited.**

**Personal Alarms are provided by Aid-Call Limited.**

*\*Exceptions include subsidence, for which there is typically a £1,000 excess, reducing to £100 for properties under ten years old; £245 excess for escaping water claims.*

*\*\*Only available to customers using an approved repairer*

*^Subject to medical screening and acceptance by Underwriters*

*Personal Alarms are provided by Aid-Call Limited, which is authorised and regulated by the Financial Conduct Authority for Consumer Credit. Financial Services Register number 707455.*

*Age UK Equity Release Advice Service is provided by Just Retirement Solutions Ltd. Registered office: Vale House, Roebuck Close, Bancroft Road, Reigate, Surrey RH2 7RU. Registered in England number 5125701.*

*Just Retirement Solutions Limited is authorised and registered by the Financial Conduct Authority.*

*Age UK Enterprises Limited receives commission from Just Retirement Solutions Limited of up to 0.75% of the amount advanced under each equity release plan sold, together with a contribution towards marketing support. Net profits raised by Age UK Enterprises Limited from commission are donated to Age UK the Charity.*

*Age UK Legal Services is a trading name of Age UK Enterprises Limited, Irwin Mitchell LLP is a limited liability partnership registered in England and Wales with number OC343897 and is regulated by both the Solicitors Regulation Authority and Law Society of Scotland.*

*Age UK Enterprises Ltd is a commercial services arm of Age UK (registered charity number 1128267) and donates its net profits to*

*Age UK. Age UK Enterprises Limited is registered in England and Wales, No. 3156159. Registered address: 1-6 Tavistock Square, London, WC1H 9NA.*

## Age UK Shops

Donations to the shops at Sea Road, Fulwell and Blandford Street, Sunderland city centre, are gratefully received. Age UK charity shops raise vital funds which benefit the older people of Sunderland, none of which would be possible without the generosity of donors giving unwanted goods, and shop volunteers giving their valuable time.

Anyone wishing to make a contribution to stock can drop their donations off in person at the shops or at our Bradbury Centre on Stockton Road. Home collections can be arranged by telephoning your local shop: Blandford Street on 0191 5670678 or Sea Road on 0191 5497640. Volunteering opportunities can also be taken up by contacting the shop managers on the same numbers.

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# Our mission

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

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## Age UK Sunderland


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