

# Annual Review

## 2017–2018



**Loving Later Life**  
in Sunderland

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# 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 67th year, Age UK Sunderland has continued to remain dedicated to the delivery of a wide range of support services for the older people of Sunderland. Despite increasing financial constraints we provide much needed support to local people, with over 58,000 contacts from older people this year.

We are proud to deliver a diverse range of high quality services to some of the most vulnerable people across the City.

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

- Improve or maintain their independence for longer
- Feel less socially isolated and lonely
- Improve or maintain their health and wellbeing
- Make informed choices
- Feel safe and more secure
- Enjoy a better later life

We live in difficult times for charitable organisations and whilst the funding for some of our projects ended, we have worked hard to ensure that we developed new and innovative projects to secure new funding to support the older people of Sunderland.

As Director of such a vibrant organisation it has been an absolute pleasure to work with our fantastic team of staff, volunteers, commissioners and partners and I would like to thank each and every one of them for their continued support.



A handwritten signature in black ink that reads "Tracy Buck".

**Tracy Buck**

Director of Age UK Sunderland

# Our Board & Other Offices

President	Her Worship the Mayor of Sunderland	
Patrons	Professor Peter Michael Fidler CBE, DL, MSc, RTPi Lord-Lieutenant for Tyne & Wear, Mrs Sue Winfield OBE Sir Thomas Allen, CBE	
Chairman	Mr Graeme Miller – (Appointed 28th September 2017)	
Vice-Chair	Mrs Patricia Robinson	
Hon. Treasurer	Mrs Susan Ritchie	
The Board	Mr Graham Burt	Trustee
	Mrs Carol Harries	Trustee
	Mrs Susan Ritchie	Trustee
	Mr Ged McCormack	Trustee
	Mrs Ann Lawson-McLean	Trustee
	Mrs Dianne Hutchinson	Trustee
	Mr David Teasdale	Trustee
	Mr Roy McLachlan	Trustee - Commenced 16.11.17
	Mr Matthew Jackson	Trustee - Commenced 16.11.17
Age UK Sunderland Services Ltd. Board	Mr Les Readman Mr Alan Patchett Mrs Susan Ritchie	
Director	Mrs Tracy Buck (née Collins)	
Company Secretary	Mrs Tracy Buck	
Solicitor	McKenzie Bell	
Auditors	Ribchesters	
Head Office	Bradbury Centre, Stockton Road, Sunderland, SR2 7AQ Tel: 0191 5141131 Fax: 0191 5670378 Email: <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>	
Registered Charity No.	1086995	
Registered Company No.	4199449	
Area Offices	<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>  <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>	



# The Essence Service

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



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

*Source –Age UK*

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

Our service proactively directs people with a diagnosis of dementia and their carers to the appropriate services as the condition progresses via our well established transitional pathway.

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

Our Essence Service is dedicated to ongoing consultation with those with a dementia diagnosis and their carers to ensure the service is client focussed 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 to come to terms with and accept a dementia diagnosis in an informed and supportive environment.



*“We had no experience of the support available to us so Essence has been invaluable.”*

*“Helped and supported us no end, we wouldn’t have known who to turn to if it wasn’t for them.”*



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

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

From April 2017 until March 2018, **1,677** people have accessed the essence service, of which **520** have been new clients.

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

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

- accessing social care assessments

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

This includes:

- coffee mornings
- arts and crafts sessions
- movement and music
- reminiscence
- independent living skills
- carer peer support groups,
- Men’s Groups
- iPad active sessions
- Trips out to Beamish and other north east beauty spots.

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

We have over **15 active volunteers** who support the service in a variety of ways. All volunteers are screened and DBS checked via the Age UK Sunderland Volunteer Coordinator.

**1,677**

people have accessed the Essence Service in 2017/18

**520**

of which have been new clients in 2017/18

**15**

active volunteers





“Essence is a ‘one-stop shop’, which is ideal when trying to support a carer and a ‘cared-for’ which is my situation, as I work full-time as well. I like that they contact me regularly as I feel supported which is important.”



# Living Well Links

Support for local people who need it most

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

The Living Well Link Service works to support those people in that top 3%, identified by their local GPs who:

- are 65 years old 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

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

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

The aim of the Living Well Link service is to put people living in Sunderland in personal control of their health and wellbeing.





*“Mam was going to go into respite whilst I was on holiday but it was felt she could manage at home with the interventions put in place by the Living Well Links Service.”*

We successfully provide social support to older people in the identification of community assets and networks, with a dedicated Living Well Link worker in each CIT providing a city wide service, linking older people to the services in the community that can improve their health and wellbeing and support them to live as independently as possible.

The team act as a first point of contact to support older people in their homes, care homes and other community settings using a person centred approach

which includes their families and carers to plan non-medical support that is based on the goals most important to them, ensuring older people receive the right support at the right time.

Between April 2017 and March 2018 a total of **1,081** older people have been supported by the Living Well Link Service.

As of March 2018 a total of **2,408** referrals or signposts (including assisted signposting) onto other services have been made.

**1,081**

older people have been supported by the Living Well Link Service during 2017/18

**2,408**

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

# Social Focus

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

*“We absolutely love the coffee morning, now when anyone new comes along we understand a little bit more than others how important it is to make them feel welcome”*

*“Since you introduced me to the volunteer things have become a lot brighter, he has introduced me to a local men’s group which I attend now and then”*

**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

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

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

Referrals for the service have increased throughout the year and the project has already documented a number of very positive outcomes. This year, almost **300 people received support from the project.**

The Social Focus Service is constantly progressing and finding new ways to tackle social isolation, within the last 12 months there have been new coffee morning openings created to encourage new friendships and connections.

We also facilitate telephone conference calls to connect ex shipyard/colliery workers who would like to reminisce about the past which has been a great success with the support of our **6 project volunteers.** The volunteers are also invaluable in helping us to carry out assessment plans with clients as well as working with other befriending agencies to help to combat loneliness and low level mental health issues.

## 300

people received support from the project during 2017/18



# Hospital Discharge Service

Actively reducing the re-admission of older people to hospital

**Age UK Sunderland's Hospital Discharge team are based in the Discharge Lounge at Sunderland Royal Hospital. The service continues to successfully operate across the City of Sunderland for all older people aged over 50, focussing on prevention to reduce re-admissions into hospital after discharge from hospital.**

The team offers a range of advice and support within the home, support includes:

- assisting to prepare meals
- helping with light domestic work
- shopping support
- signposting and referring to additional support.

The Hospital Discharge Team have once again had a very busy 2017/18. The team visited over **3,000 patients** on hospital wards, making more than **1,200 home visits**.



**3,000**  
patients visited on  
hospital wards

**1,200**  
home visits made

# ActivAge

## New Activities, New Friends, New Beginnings

**Our ActivAge service continues to provide activities which concentrate on the physical aspect of wellbeing; such as tai chi, yoga, line dancing and seated exercise as well as exercise for the mind, through taking on the challenge of learning a new language, a musical instrument or calligraphy.**

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 as potentially damaging to an older person's

health, so attending an ActivAge class set in a friendly and welcoming environment often provides much needed respite from the effects of social isolation.

Age UK Sunderland has continued to provide a fantastic programme of ActivAge events during 2017/18 and we have seen **over 800 older people benefitting from 83 well-being, leisure and IT courses, culminating in almost 1200 enrolments with almost 13,000 attendances across the City.**

We ensure ActivAge offers a very flexible programme of activities and interests to suit all types of interests and needs.



### Courses and activities in 2017/18 have included:

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

1,200  
enrolments

13,000  
attendances



# Digital Health Inclusion Project

## Introducing older people to the world of digital inclusion

**Recent data shows that throughout the United Kingdom, 3 in 10 people age 54-74 are not using online services and are digitally excluded. However with more and older people recognising the benefits that the latest technology can bring, here at Age UK Sunderland we have continued to provide a very comprehensive package of IT support, to introduce older people to the world of digital inclusion.**

Our new project funded by NHS England compliments our other IT courses and is developing as an innovative digital health inclusion programme. This is achieved through the recruitment, training and deployment of volunteer 'digital champions'.

The service will teach digital skills on iPad, android tablet or on lap tops, in a classroom setting or one to one in a person's home

where an individual is unable to attend a class due to health or mobility issues.

Supported by Age UK Sunderland's Digital Health Officer, the champions are supporting older people to:

- Use a touch screen and set/change personal settings
- Surf the internet
- Stay safe when using the internet
- Complete online forms
- Register with their GP
- Find accredited health information on the internet for diagnosed conditions.

Teaching these basic but essential skills build confidence to help older people go on their own journey of online discovery and gain more understanding of their health conditions and needs, perhaps even considering more digital classes available at Age UK Sunderland, or, other community programmes across the city.



# Keeping in Touch (KIT) Service

Good company, good conversation

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

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 catch up and a chat but additionally it can prevent people from potentially reaching a crisis point.

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

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

This year, **our 59 home-visiting volunteers** made almost **3,200 home visits to 70 clients** and **34 telephone volunteers** made almost **10,000 telephone calls to almost 250 clients.**

As the demand for this free service continues to increase we are actively looking to grow our team of volunteers in order to support many more lonely people.

**3,200**  
home visits

**10,000**  
telephone calls



"I look forward to Mary's telephone call, she's the only one who cares."



# Information and Advice Service

Helping people to claim their entitlements

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

The Service ensures that those claiming welfare benefits are receiving the full range that they are entitled to. We provide telephone advice and home visits, also providing information on mainstream services and community care issues.

The Information and Advice service is extremely successful in maximising older people's income. This, in turn has a positive effect on those on low incomes, helping to

improve their general health, wellbeing and choices.

This year we have supported and empowered more older people than ever, helping to reduce their sense of social isolation through better access to benefits. In many cases, this has helped our clients to considerably reduce the day to day concerns about living costs, assisting them to participate in social activities. The service has **supported over 1,200 people to apply for £986,222 in additional benefits during 2017/18.**

**£986,222**

in additional benefits

**1,200**

people supported in making claims



"The I&A Officer went above and beyond our expectations and helped us get 3 years of backdated benefit that we weren't even aware we should have been getting in the first place!"

# Joining Forces

## Support for our veterans

**A newly developed programme, the Joining forces Information and Advice service was launched in early autumn 2017 in partnership with other Age UK's across the North East.**

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

The Joining Forces North East Consortium continues to identify Veterans on lower welfare benefits to support them to maximise their income and raise awareness of the issues affecting older veterans.

Older veterans have articulated that organisations like Age UK Sunderland provide more support and focus on working age veterans and their transition from the armed forces. This included giving information & advice face to face and offering more practical support with solving problems. The one to one support also focuses on mental health & wellbeing, loneliness and isolation in later life.

"The increase in my income has stopped me worrying now as I have to attend the clinic twice a week to have dressings changed on my legs. Age UK Sunderland have been very helpful"



# Advocacy Service

Assisting older people to enable them to find their voice

**Age UK Sunderland's Advocacy Service is accessible to everyone aged over 50 and is the only one of its kind in the City.**

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

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

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

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

The Advocacy service is here to understand and enable older people to manage this transition and this year alone has **supported almost 200 people** in this way.

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

## 200

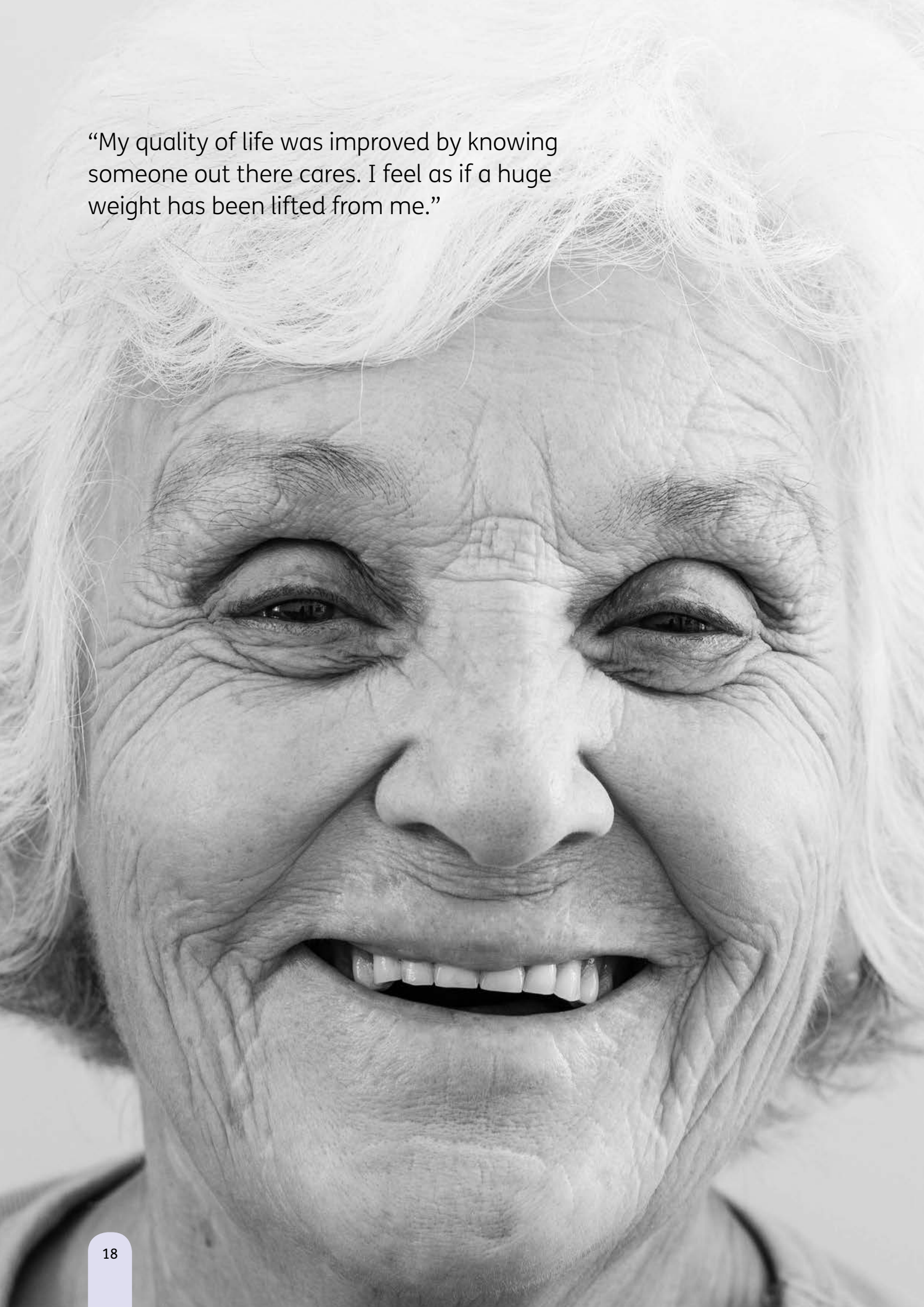
people supported in resolving issues



'Our advocate was very professional, explained everything in detail and was very patient with us. Without the service we would be no further forward'.



“My quality of life was improved by knowing someone out there cares. I feel as if a huge weight has been lifted from me.”



# Friends and Neighbours (FaNS)

Supporting our care home residents across the city

**Our FaNS project (Friends and Neighbours Sunderland) is an innovative project working with care homes in Sunderland to promote, encourage and support the development of networks in the wider community.**

The project is continuing to work with families, friends, neighbours and providers of services to maximise residents in care homes' quality of life according to their individual needs and wishes. The FaNS Co-ordinator and FaNS volunteers are making a tangible difference throughout the City.

The project helps support meaningful and sustained links between Care Homes and

communities through increased social participation within Care Homes thus increasing the mental and emotional wellbeing of residents. In total **23 Care Homes** throughout Sunderland are involved in the FaNS project and our team has supported **370 residents**.

The FaNS project has continued throughout the year recruiting Befriending and Advocate volunteers to visit Care Homes on a weekly basis to offer friendship and advocacy support to residents.

Care Home Managers and staff have been very welcoming and have acknowledged the impact these visits are having.

23

care homes involved

370

residents supported





# Warm & Healthy Homes

Offering a healthier home in which to live

**The Warm & Healthy Homes initiative tackled the plight and effects faced by many older people living in cold and detrimental homes right across the City of Sunderland.**

Age UK Sunderland's 2017 - 2018 initiative worked with partners and other Age UK Sunderland Services to deliver the Warm and Healthy Homes programme.

We worked with clients aged 65 plus, often suffering from long term medical conditions, to replace or repair old and inefficient boilers. We were able to offer a range of support measures to ensure older people's homes were warmer and a

healthier home in which to live - not just in a warmer climate but throughout the year.

Over the year, the Warm & Healthy Homes initiative has **supported 443 clients with over 60 face to face contacts through home visits, successfully supporting 19 older people to each access a new boiler.**

The Warm & Healthy Homes Officer also provided Information & Advice on how to save money through reducing energy usage, switching providers and how to stay warm and healthy in their homes. The Warm & Healthy Homes project met and exceeded all the pre-set targets.

## 443

clients supported

## 60

face to face contacts made through home visits

## 19

older people supported to access a new boiler



"My old boiler was a constant worry, now my new one is in I can start saving money and enjoy my house again.

"To everyone at Age UK Sunderland. Just to thank each and every one who helped us after our heating emergency. I honestly don't know what we would have done without your help, you are a fantastic organisation'.



# LIFeStyle Service

Offering support in and out of the home

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

The LIFeStyle service is currently mainly used for:

- Light housework
- Shopping for clients
- Companionship

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 to older people across the City.

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

We currently employ **15 LIFeStyle workers** who have provided **6,885 hours of support in 2017/18** to **151 individuals**.

15

LIFeStyle workers

151

individuals supported

6,885

hours provided

"It has been great, taking me out, I've not used my walking stick while out I felt comfortable when the worker was there. I can't praise the worker highly enough for the confidence he has given me over the past few weeks".

"I want to thank the Lifestyle Worker very much for their support of my Aunt, it's nice that there are people who care"



# Community Support Clubs

## Reducing social isolation

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

Typically meeting once a week, our Community Support Clubs run from Monday to Friday right across Sunderland, Washington and the Coalfields areas.

We provide a total of **29 Community Support Clubs** which are held in a number of venues across all 5 localities of the City.

On average around **500 people are able to 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.

Through attending we hope to help older people to:

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

# 29

community support clubs

# 500

attend every week





# Redwood Day Service

Support to reduce social isolation and maintain independence

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

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

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

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

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

We provide a tailored one to one experience for each individual and during 2017/18 have supported, on average, **85 people per year** and have **4,420 available places** per annum.

85

people supported  
per year

4,420

available places  
per annum



*Before and after picture of this year's renovation to our day service facility*





# Activities and Events for All

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

## Coalfields

Our Community Support co-ordinator works to ensure delivery of community activities and events for older people, as well as supporting and organising a dedicated team of local volunteers. During 2017 –

2018, **17 day clubs in the coalfields** served over **80 elderly local residents each week.**

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

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, where we crowned Barbara Lax as our Queen.

In keeping with tradition food and entertainment were available for everyone



### **Our crowned king and queen of eventide**

*From left to right: Cllr David Wallace Mayor of Hetton le Hole, Barbara Lax the Queen of Eventide, Derek Mann the King of Eventide, The Right Worshipful the Mayor of Sunderland Cllr Doris MacKnight, the Mayor's Consort Mr Keith MacKnight & Tracy Buck, Director of Age UK Sunderland.*

and once again Houghton enjoyed another successful 'Feast'.

Working with our Age UK Sunderland dementia service 'Essence', our co-ordinator along with one of our Essence service support workers hosts a weekly outreach session at our Coalfields office in the Metcalfe Centre. This is an opportunity for local people with a dementia diagnosis and their carers to meet and talk to people in similar circumstances, enjoy a range of fun activities such as new age curling, bocce, quizzes and much more.

### Washington

Our Co-ordinator is responsible for organising local activities for older people such as lunch clubs and supporting local volunteers. This has been another busy year for the Washington area, running **day clubs**

**in four areas of Washington, over 60 older people attend per week supported by more than 20 volunteers.**

The **Christmas Stella Event had over 200 people attending** and included 6 members of Santander Washington who assisted on the day.

A dedicated Washington Essence outreach Group grows steadily with more than 20 members attending weekly. Games such as Botcha, New Age Curling, and even Archery are played, and competitively pursued by all.

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





# Campaigning

Age UK Sunderland have continued to support Age UK's national campaigns in 2017/18 and these have included:

## Loneliness

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

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

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

forward by Rachel Reeves MP (Labour) and Seema Kennedy MP (Conservative).

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

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

**JO COX  
LONELINESS**  
start a conversation





## Cold Homes Week 2017

Part of the campaign for warm homes, Cold Homes Week 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.



## Older People's Council

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

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

## Local Support & Campaigning

Sunderland's local MPs and councillors have continued to support the campaigning work of Age UK Sunderland. Local media has also been supportive including coverage from BBC Radio Newcastle, 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.



# Promotions and Marketing

**Age UK Sunderland have been providing help and support to the older people of Sunderland for over 66 years and we are the largest local independent charity, working and campaigning on issues affecting all older people within the boundaries of the City of Sunderland.**

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

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

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

## Health and Wellbeing Guide

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

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

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

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

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



## Your local Health & Wellbeing Guide



Supporting older people  
in Sunderland to make  
more of later life



# Fundraising

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

To fund our work, we seek to achieve a constant flow of income through a balance of commissioned services, fundraising and trading activities. The trading activities, through Age UK Enterprises, enabled 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.

In December 2017 we took the decision to cease the trading elements locally with the products and services on offer to people over 50 are now purchased nationally with Age UK and not through Age UK Sunderland.

## Big Knit

Each winter Innocent Smoothies work with Age UK to help raise funds for winter warmth campaigns and once again our marvellous volunteers knitted away and produced over



**5,000 tiny hats** to fit onto the smoothie bottles. **This raised over £1,200.** 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 sixth 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.

This year we welcomed the choir of East Herrington Primary Academy to the event for the first time. 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 volunteers from Saint John's Methodist Church and the staff of Age UK Sunderland who helped on the door and with teas and coffees at the event. The concert raised over £2,000 with sponsorship of the event again generously donated from John G Hogg; Funeral Director, for which we are extremely grateful.

## Boxing Day

We received a number of donations for our 2017 Boxing Day Lunch including gifts for the people attending. This included a beautiful handmade Christmas cake which was extremely well received by the participants on the day.

## And thanks to ...

Santander Banking, who have been very supportive of Age UK Sunderland. We would like to 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.

We would like to extend a big thank you to the Sunderland Empire who have chosen Age UK Sunderland as their Charity of the Year.



**Right on cue:** Staff from Age UK Sunderland and The Empire Theatre taking centre stage for the launch of theatre's Charity of the Year.

# Donations and 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.



# Partnerships

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

## Sunderland City Council

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

- Sunderland Safeguarding Adult Board
- Quality Assurance sub committee

## Sunderland Clinical Commissioning Group

Age UK Sunderland works in partnership with Sunderland CCG and 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
- Community Integrated Teams

## Age Friendly Sunderland

A key strategy to facilitate the inclusion of older people, is to make our world more age friendly. An age friendly world enables people of all ages to actively participate in community activities and ensures everyone is treated with respect, regardless of their age. It is a place where it is easy for older people to stay connected to those that are





important to them. It also helps people to stay healthy and active, even at the oldest ages and provides appropriate support to those who can no longer look after themselves.

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

## **Moving Towards a Dementia Friendly Sunderland**

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

## **Supporting Community Development**

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

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

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

## **Local Business Partnerships**

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

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

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

“They have helped me and  
my family when I didn’t  
know where to turn.”





# Volunteering

We have over 300 dedicated 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 annual Volunteer Celebration and Long Service Awards in June is our opportunity to thank everyone for their hard work. The 2017 celebration event was held again at Bede Tower and saw many long service certificates awarded, including to June Knightly BEM, for an amazing 40 years of volunteering service.

Our Volunteer of the Year Award 2017 was awarded to David Goodfellow for his outstanding work with the Keeping in Touch Telephone Service and help with fundraising.

The Volunteer Views newsletter continues to be published every quarter to keep our volunteers up to date with news stories, 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, this ensures our volunteer base is diverse and 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 5141131.

"The great thing about volunteering is that I see older people getting out the house, meeting their friends to socialize and have a hot meal. It's providing this service that gives me a sense of satisfaction"



**Our volunteer of the year 2017:** Mr David Goodfellow receiving his award from Mr John Mowbray, OBE, DL, Deputy Lieutenant for Tyne and Wear



**Enjoying the Volunteer Party Afternoon tea:** From left to right , Mr John Mowbray, OBE, DL, Deputy Lieutenant for Tyne and Wear, Mrs Tracy Buck, Director Age UK Sunderland, Councillor Lynda Scanlan, The Deputy Mayor of Sunderland, Mrs Susan Ritchie and Mrs Dianne Hutchinson, Trustees of Age UK Sunderland

# News and Events



## Our New Director

**Tracy Buck was appointed as the new Director here at Age UK Sunderland this year after being appointed as Acting Director in April 2017, Tracy held the position of Deputy Director for over two years prior to this.**



Her appointment as Director meant a seamless transition to support the charity to continue to offer much needed help to thousands of older people living in Sunderland via its many services, which are often a lifeline to people aged over 50 across the city.

Tracy brings with her many years of experience in roles within the NHS, together with senior management experience working in the charitable sector often working at national level. She has built her career on focusing on the needs of vulnerable groups, breaking down negative stereotypes whilst improving their physical and mental health and wellbeing. As she has lived in Sunderland all of her life, she is passionate about the needs of local older people and she is absolutely thrilled to work in our great city.



## Finding Your Feet

As the new film *Finding Your Feet* was released nationwide this February, Age UK Sunderland took part in encouraging older people in the local area to follow the cast's lead and try something new.

Delving into a range of topics, including loneliness, bereavement, health and keeping active, the film tells the moving story of how lead character Sandra (approaching her 60th birthday), played by *Imelda Staunton CBE*, transforms her life and faces the highs and lows that can come with getting older.

The modern, uplifting comedy shone a light on challenges often faced in later life whilst also proving that it's never too late to start again.



## 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 30 people attending, to enjoy a full Christmas lunch and dance to the music of Mike Memphis, one of the North East's best Elvis tribute acts. Each person left the event with a Christmas gift.

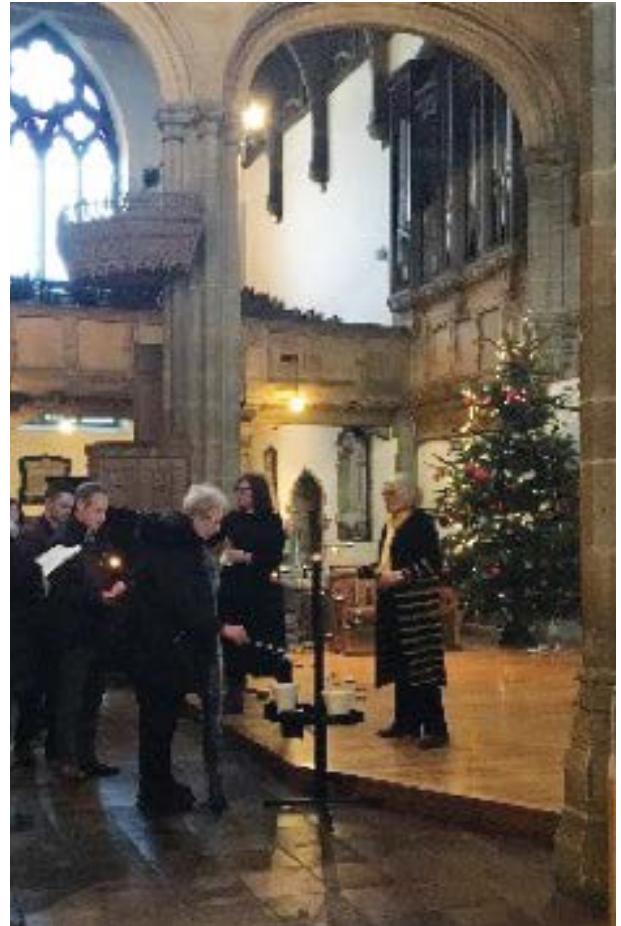
The event is made possible each year due to donations of so many people through cash, gifts, and valuable free time.



## 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, Revd. Jacqui Tyson for leading the service and the East Herrington Primary Academy Choir for their very emotional and uplifting performance.











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