

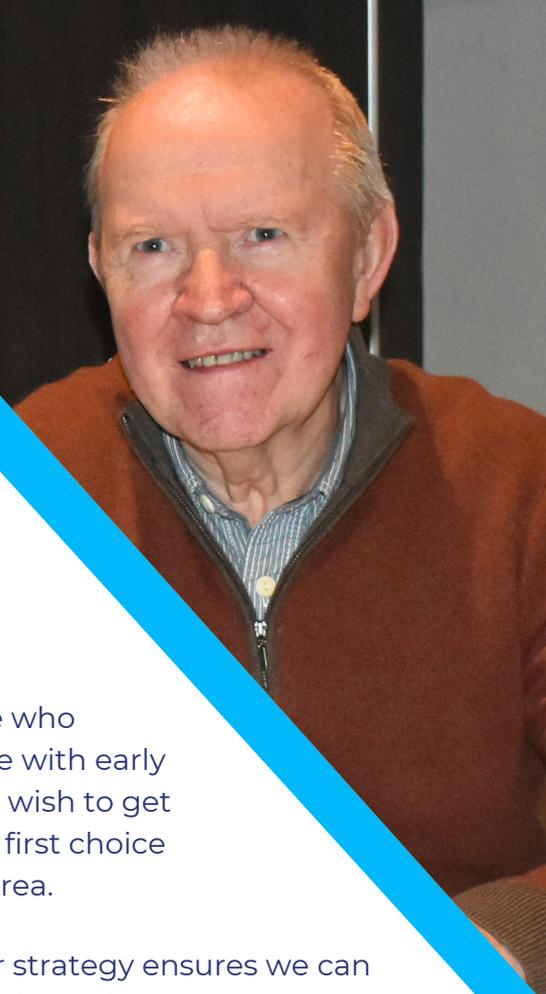
STRATEGY REPORT

2024 to 2029

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EXECUTIVE SUMMARY



Welcome to Age UK Tameside's Strategy Report, which sets out our strategy for the next five years.

We want to build on the successes of the last five years, as many of our services have evolved and are recognised as 'great' by our customers.

Our aims are to provide quality services to as many people as possible who are over fifty and who live in Tameside. People who are lonely, who live with early onset dementia or experience mental health issues, or those who just wish to get out more. All are welcome to the services we offer. We want to be the first choice organisation for people who require our services and who live in our area.

The world in which the Charity operates continues to change, and our strategy ensures we can be an agile organisation which enables us to meet new challenges as they arise. To ensure we continue to meet our goals as an organisation, we need to maintain our focus on robust financial management and strong governance.

This report sets out how Age UK Tameside will achieve its objectives, and how it will create and make the most of the opportunities that arise in the coming years.

There is flexibility within our strategy to enable us to accommodate environmental changes and keep our vision moving in the right direction.

We will work and collaborate with other local and national organisations to ensure we maximise the potential of new and changing service offers. We aim to reach out to more of our local communities by offering services throughout more of the Tameside area.

Age UK Tameside is very much about teamwork, and investing in our staff is a major part of our strategy. We see our team as valuable assets to the charity and want to support and develop them to enable us to bring our strategic vision to life, so that we achieve our overall aims.

Robert Needham - Chair Age UK Tameside

CHARITY DETAILS

Registered Name: Age UK Tameside

Company Registration Number: 07535629

Charity Registration Number: 1142364

Address: 131 Katherine Street, Ashton-under-Lyne, Lancashire OL6 7AW

The Charity was established for the following purposes for the benefit of the public and wellbeing of older people in and around Tameside:

- 1 Preventing or relieving the poverty of older people
- 2 Advancing education
- 3 Preventing or relieving sickness, disease or suffering in older people (whether emotional, mental or physical)
- 4 Promoting equality and diversity
- 5 Promoting the human rights of older people in accordance with the Universal Declaration of Human Rights
- 6 Assisting older people in need by reason of ill-health, disability, financial hardship, social exclusion or other disadvantage
- 7 Such charitable purposes for the benefits of older people as the trustees may from time to time decide

Mission Statement

Our mission is to be the **FIRST CHOICE** organisation for people in later life, working to a values framework committing to:

- **Take Pride in What We Do**
- **Strive for Excellence**
- **Put People First**
- **Act with Integrity**
- **Respect Others**

WHERE ARE WE NOW

”

I'm new to the 131 Club and was very nervous about coming. All the staff were so welcoming and made it easier for me to meet new people and get stuck in.

Age UK Tameside was first established in 1974, becoming a brand partner of Age UK England in 2011 together with over 120 local Age UK charities. In 2024 Age UK Tameside celebrates its 50th Anniversary.

The Charity is governed by a Board of Trustees who volunteer their time, and all who live or work in the local area. Our Board is representative of the older people we serve, with a broad range of experience from the teaching profession, commercial business and charity work.

Since our initial five year strategy in 2019, the Charity has grown in terms of our reach across the borough and the diversity of our service offer. As well as this we have strengthened our infrastructure with more robust systems, professionalised our approaches, and developed our Equality, Diversity, and Inclusion work streams. We have invested in the training and development of our workforce, set up a staff representation group and in-house community language scheme.

During this time, we maintained our commissioned services portfolio, secured new grant funding, set up a new enterprise and ventured into corporate giving and sponsorship.

”

I've met some lovely people. I live alone so it's nice to have a meal with other people.

HIGHLIGHTS: 2019-2024

Refurbished an office space to set up a Dance and Fitness Studio



Carried out works on an area of the car park to establish an open green space dementia-friendly garden



Delivered an annual Winter Warm Project, including free homecooked meals, a warm hub and winter giveaways



Invested in our Dementia activity work to provide a Maintenance Cognitive Stimulation Therapy (MCST) clinical approach



Designed, piloted and delivered an employability programme for the over 50's

Set up a new enterprise providing footcare to the over 50's at an affordable price



Set up a new counselling service using a CBT model, including a men-only activity group to support loneliness and mental health wellness



Secured sponsorship to deliver a Free Lunch Friday Club



Set up a Covid outreach service and telephone helpline. Also a befriending service, free weekly grocery deliveries and activity packs



Next Steps staff and clients attended an 'All Party Parliamentary Group' meeting focusing on 'Older People and Work' at The House of Lords



Staff and a volunteer featured live on BBC Breakfast as part of their Loneliness Campaign and a follow-up report was shown on Christmas Day 2023



SERVICE PORTFOLIO

We deliver a range of services to people aged 50 and over in Tameside, from our Centre in Ashton-under-Lyne, other local community venues and in older people's own homes.

The 131 Club -
a daytime
social club every
Monday-Friday
including day
trips, visits and
celebrations

A Free Lunch
Friday Club

A Dance and
Fitness Studio
with a full
timetable of
weekly classes

Winter Warm
Project (Jan-Mar)
with free lunches
Mon-Fri, a warm
hub, giveaways
and use of the
internet cafe

Dementia
Maintenance
Cognitive
Stimulation
Therapy (MCST)
activity groups

Falls Prevention
Course which
includes a
nutrition and
hydration
scheme

Carers Course to
support
wellbeing and
resilience

Community
Support Service
helping people in
their own homes
build confidence
to go out

1-2-1 CBT
couselling for
common mental
health issues and
also
bereavement
support

Severe and
enduring mental
health step down
community
wellness support
service (131 Club)

Welfare and
benefits
Information and
Advice Service

Mental health
community
wellbeing
engagement -
presentations,
talks and
activities

Legal clinics

Next Steps
Employability
Programme
supporting over
50's into work

Happy Feet
Footcare Clinic

Blokes and Brews
activity and
support group

CEO REFLECTIONS



As I look back over the last five years, there is so much to feel proud of. The Charity has been on a transformative journey and is about to start a new path with our next five year strategy. There have been lots of highlights during this time, with new services that we have been able to offer with successful grant submissions and enterprise development generating a new income stream.

We have also had the opportunity to give a voice to the issues facing older people in Tameside, via featuring live on BBC Breakfast, participating in a House of Lords presentation, hosting Q & A sessions with two local MP's - Angela Rayner and Andrew Gwynne and welcoming the new Age UK England Chief Officer, Paul Farmer.

We have reviewed and improved our internal systems, policies and practices and invested in our people, further building their knowledge and expertise. We are proud to have secured the Age UK England Quality Mark and Information and Advice Quality Assurance and Local Voluntary Sector Quality Mark.

We now deliver even more services to more older people, which is the ultimate reward for everyone involved in the work of the Charity. The feedback our customers and clients share demonstrates how much the Charity is valued as a community asset.

Although in many ways it feels like a distant memory now, I feel that we do need to reflect on the challenges of the pandemic. As the Centre closed, we successfully secured additional funding to deliver a range of outreach services and helpline support, as older people were not only deeply impacted by Covid 19 but also the lengthy periods of self-isolation and lockdowns during the pandemic.

Time has moved on, there are new challenges as the rising cost of living has now become part of everyday life. As a Charity it is important that we keep pace with the changing external environment, which can be unpredictable, as well as continuing to invest in those services we know older people rely on.

We must also focus on offering age well spaces and initiatives to appeal to all age groups from 50 upwards, where ageing is embraced and thriving in later life is everyone's ultimate ambition.

Marcia Thorpe - CEO Age UK Tameside



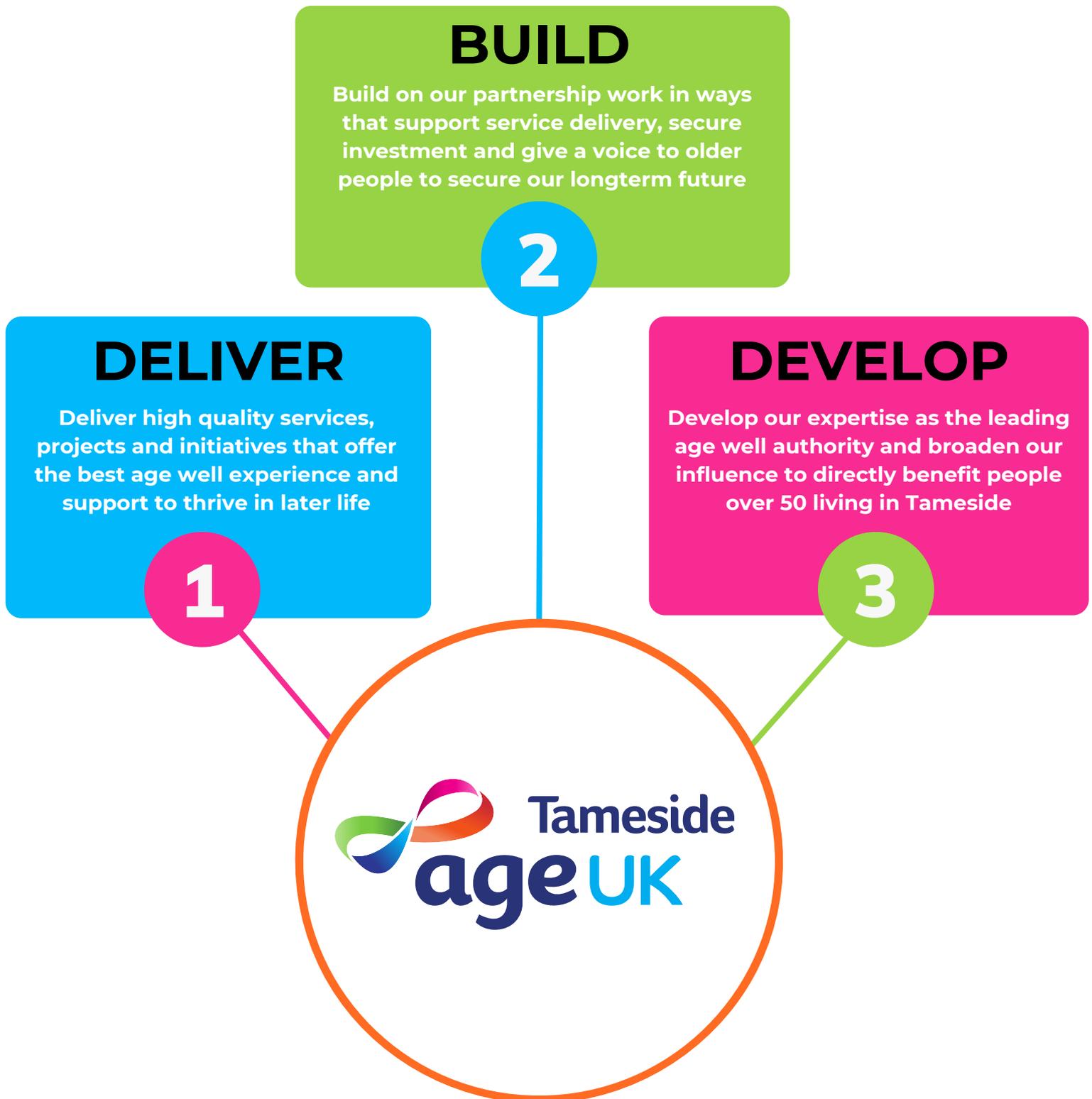
In 2023 we provided
direct support to 4529 older people
and dealt with 5447
in-person and telephone enquiries.

From our Customer Survey in
October 2023,
97% of older people rated the
Charity as **5 out of 5** and the
word most used to describe
Age UK Tameside was

‘BRILLIANT!’

STRATEGIC DIRECTION 2024 TO 2029

Age UK Tameside is a valuable community asset servicing the needs of people aged 50 and over across the borough. During the next five years our work will focus on three main themes that add value to our work, build and grow our community asset, widen our reach and secure our future, ensuring that we can be here for the people we support today and future generations.



OLDER PEOPLE'S VOICES

The worker is a lovely person, friendly with lots of advice. Nothing was too much trouble.

Community Support Client

THE MEALS WERE EXTRA SPECIAL AND THE STAFF FANTASTIC.

Free Lunch Friday Customer

I look forward to my exercise class every week and without the Age UK minibus I wouldn't be able to attend.

Studio 131 Member

THE ADVISOR WAS EXCEPTIONALLY HELPFUL. VERY PLEASANT, PATIENT AND UNDERSTANDING.

I&A Client

My confidence has increased and I'm able to talk to people I don't know. I no longer feel nervous with new people.

MCST Dementia Group Client

MY MUM BOOKED IN. IT WAS A SUPER SERVICE WITH LOVELY PEOPLE.

Footcare Customer

I feel more confident. The exercises are doing me good and I am more surer footed now.

Falls Prevention Client

I WILL BE USING WHAT I'VE LEARNT TO RELAX WHEN FEELING THE PRESSURE OF CARING.

Carers Course Participant

WITHOUT THE 131 CLUB I WOULD BE VERY LONELY.

131 Club Member

The programme was great. I learnt about myself and I'm now back in employment.

Next Steps Participant

THIS HAS BEEN VERY WELCOME IN THE COLD WEATHER.

Winter Warm Hub User

The coach was very good supporting me through bereavement. I felt that they understood.

Get Up and Go Client

GALLERY



131 Club Christmas Party



Blokes and Brews Christmas Meal



Staff out and about across Tameside promoting the Get Up and Go Service



Angela Rayner MP Q&A Session



Andrew Gwynne MP Visit



Staff Team Building and Strategy Planning Day



Visit from Paul Farmer - Age UK England CEO



Barbara - our longest serving volunteer of 18 years

THANK YOU

Thank you to our hardworking Board, dedicated staff team and valued volunteers who make all of our vital work possible.

Thank you to our commissioners and funders for providing the resources needed for us to provide frontline professional services throughout Tameside.

Thank you to our partners who work tirelessly alongside us fulfilling their own purpose and vision to improve our communities - we are stronger together.

Thank you also to the thousands of older people in Tameside who trust us and allow us in to their lives, in order to support them and help make their later years better.