



Impact Report
2021-22



We are **Age UK**

West Sussex, Brighton & Hove.

We exist to help the older people who need us.

We're focusing on helping the older people who need us the most.

We can't do it without your help. It's that simple.

No care. No money. No one to turn to.

A life led by too many older people.

As we turn 65 this year, help us help older people.

A friend. A champion. A voice.

In person, in communities.

On the phone. Online.

We are AUKWSBH.

Thank you.





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A message from our CEO, Helen

Every time I look back and review a year and the achievements of AUKWSBH I can't help but think... "What a team!"

I am so proud to head up this organisation. Our staff, from leadership to front line all have an absolute commitment to making older people's lives better. Our volunteers give their time freely to help with everything from administration or cooking, to delivering prescriptions, checking on people at home after a hospital stay or offering dementia support.

Looking wider, our funders, charity partners, donors, fundraisers and campaigners are all vital in enabling us to be there for as many people as possible.

It's been another tough year, but everyone who makes us who we are has stepped up.

It's dedication in action and it's making a difference to older people every single day.

Thank you so much.

Helen Rice



Age UK West Sussex, Brighton & Hove's vision is where everyone in our communities can love later life.

We believe it's how things should be for people in later life, their family and friends. With your help, we work every day to make it happen. Acting together with like-minded charities and other organisations enables us to achieve far more for older people.



A year of challenge and change **Reconnecting with our community**

Let's do a quick skip through our year when of course Covid-19 continued to have a significant impact on all our lives but particularly those of older people.

We worked to keep our clients informed and encouraged them to take up vaccines when they became available.

As restrictions lifted, we continued to support people at home, but were also able to open many of our doors, restarting activities and social groups for those who felt ready to get back to a more normal life.

In July, we announced we had won ten new contracts to provide social support services for older people across West Sussex. The five year contracts, awarded by West Sussex County Council, enable us to work with key charity partners to expand services in the wake of the pandemic, re-doubling efforts to tackle issues such as frailty, dementia and loneliness. We began putting plans in place to reach more people, work from more venues in the community and offer a wider range of services and activities for the over 50s.

We were also preparing to open a brand new community centre in Burgess Hill which is now a vibrant hub for people aged 0-100 (and beyond).



Older People's Day was a wonderful opportunity to get people reconnected. We held events across Sussex and it was great to see people chatting and laughing together again. We also kicked off our birthday celebrations, which you'll read more about in this report.

Throughout this year AUKWSBH continued to adapt our services and support to ensure older people always had somewhere to turn.

In sum, it was a year of challenge and change, of separation and reconnection.

Our achievements 2021-22 – an extraordinary year

It's our 65th year supporting older people locally and we are extremely proud of the difference we make to people's lives every day. This year more, now than ever and in the ever changing climate we've faced, our services team, volunteers and staff have helped more people across our communities with support.

11,300
We supported over 11,300 older people across our

communities last year.





3,722
We provided information and advice to over 3,722 people.

1,912
We gave Help at Home to over 1,912 clients.





£3.3m
We identified over

1,172
We made over 1,172
hours of befriending calls.





950

We helped almost 950 people coming out of hospital.



2,000

We united over 2000 people at our centres to be socially together again after Covid-19 restrictions were lifted.



Our strategic plan 'Shaped by older people'

By working in close consultation with our customers, we are proud that our services are often co-designed with them.

In addition, our volunteers, staff, trustees, partners, and other stakeholders also give us incredibly valuable input. This is supported by an analysis of current activities, assets, resources, performance, demand, local and national policy developments and market trends. We never stop listening and we're confident that our work reflects older people's needs and aspirations.

Improving later life

We improve the quality of people's later life through community and home-based services and enterprises.

We are the leading provider of services for older people and working age adults who require support through our social prescribing service in West Sussex, Brighton and Hove. We help people access our services and those of our partners in the public, private, and voluntary sectors in order to help them thrive. We enable older people in West Sussex, Brighton and Hove to be:



Informed

Our information and advice services help people, including carers, to know their rights and make informed choices.



Connected

Our community and building based social clubs, events and activities provide opportunities for people to get out, have fun, socialise and build friendships.



Healthy

Our wide range of health and wellbeing activities including fitness classes, relaxation, hobby groups, as well as 'spa' treatments help people to keep active, stay healthy and improve their mental health.



Independent

Our home-based services support people to stay independent for longer within their own home, including after a period of ill health. They also help to prevent hospital admissions.



Our history How far we've come

We are now 65 years in the making and all those years ago when we first set out, 1957 was declared at the happiest year of the last century!

How we started

Back in 1957, West Sussex County Council saw the need for an organisation to focus on the requirements of older people in the county and 'The West Sussex Association of Elderly People' was formed.

Since then, we've had mergers and name changes, but our mission remains the same, to improve the lives of older people locally.

Now working together as a merged charity, we are able to share expertise, resources and local knowledge, alongside ensuring a more sustainable future for our charity. Our larger organisation can be run more efficiently and the money saved means more of each donation is able to be directly invested in frontline services.

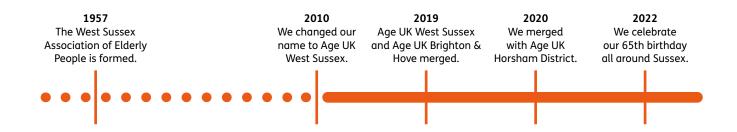
The happiest year

Scientists at the University of Warwick used an algorithm to measure the nation's happiness in every year since 1776, through the use of eight million books, and found that other than a period in the 19th century, the British people have never been happier than they were in 1957.

The algorithm detects the happiness of the country at any time in history by analysing the frequency of positive words such as 'peaceful' and 'enjoyment' compared to negative words such as 'stress' and 'unhappy'.

The research found that despite the fact people worked longer hours than they do now and many people did not have central heating, there was a sense amongst the nation in 1957 that things were getting better in the country following the end of the Second World War.

The study also showed a rise in happiness after 1945, then a fall through the nationwide strikes and inflation of 1978's Winter of Discontent, and then a recovery towards the end of the 20th century. But happiness levels have never reached the heights of the 1950s.



Us today The Covid-19 vaccination programme means that we able to return to a new 'normal' enabling us to be there for people in our communities. We are now planning to expand what we offer by ways of activities and support options for people at home, in our centres and across our towns and villages. We have put ourselves in the best position to respond to people's needs and adapt for the future.

Our services

Widening our reach in the community

It's important to us that we are able to support people, wherever they live and however mobile they are. We work across West Sussex and in Brighton & Hove offering a variety of services and activities for over 50s.

How we provided support

The pandemic emphasised the need for us to be able to offer something to people at home and this year we continued to offer information and advice, befriending, help at home, support at home after hospital and community agent services. Those who were frail or isolated could access personalised support to improve their lives, whatever challenges they faced. Here's a brief look at the services we had on offer during the past year...



Information & Advice

The Information & Advice Team help with a wide range of queries on a huge range of topics, including benefits and money advice.



Emergency Welfare and Safety Support

We provide urgent help for the most vulnerable or at-risk people as well as offering respite for carers.



Support at Home after Hospital (SaHaH)

This service is available for adults (65+) upon hospital discharge supporting people who live on their own and family friend carers.





Crisis Care

The team offer a free short term support service available following an illness, hospital discharge or domestic emergency.



Help at Home

We support older people in their homes with services like cleaning, laundry and gardening.

Our services Widening our reach in the community



Home visiting service

We provide support and companionship with weekly visits for older people.



Wellbeing support

We share information on healthy living, nutrition, hydration and exercise.



Dementia support

We provide a range of services to help people live with dementia in older age in a social and friendly environment as well as supporting carers too.



Social Prescribing

Our team supports people to connect to services within their local community promoting their overall wellbeing.



More accessible than ever

While the centres above continue to offer a range of activities, we also wanted Age UK groups to be available in more venues across our communities. Spreading out within our areas enables us to be accessible to more people than ever.

We're now working from community centres, church halls, memorial halls and pubs, widening our reach for those living in cities, towns and rurally. We know people won't always be in a position to come to our venues, so we've developed personal support which signposts and connects people. Our Community Agents work with individuals and are local experts, aiming to tackle loneliness and isolation, by linking people with services and activities that will suit them nearby.

In short, our expert team can offer support no matter where you live within West Sussex, Brighton & Hove and we're expanding to offer a bigger, better presence locally. See you soon we hope!



Our focus How we've helped

We are proud of what we achieved as a charity in 2021-22, and despite the ongoing challenge of the Covid-19 pandemic, we were able to grow and develop our support to older people, their families and carers.

The new ways of working for staff, volunteers and member groups, introduced in March 2020, remained in place throughout 2021 as the pandemic continued to restrict activities and adversely impact older people across the country. After adapting in 2020, we have now built stronger foundations which allow us to be there for older people in need of information, advice, support and friendship.

The Challenge of Covid-19

Covid-19 remained ever present during this financial year, with the final legal restrictions on our lives lifted in February. Many of our clients bore the brunt of the pandemic's impact, with it exacerbating loneliness and isolation, plus affecting their physical and mental health. We were delighted to re-open the doors to our centres but found visitor numbers significantly affected. We welcomed back those who felt able to return and re-doubled our efforts to support people in their own homes.

Supporting people at home

This year we launched the Home Wellbeing Service, with the aim of helping people stay happy and well over the winter months. Wellbeing checks at home allowed us to assess warmth and safety issues and help people avoid preventable health issues such as pneumonia or falls. We're confident the service offered high quality individual support as well as relieving pressure on local health services.

Meet Ryan

"...it will make a massive difference."

Ryan works for Sky TV and has volunteered for AUKWSBH.

Spending time with people, even for ten minutes, five minutes, you know for the last four or five days, even a week, they might have not seen anyone - loneliness is quite a sad thing really.

Through Sky I was able to get the opportunity to volunteer but if I was to leave for any reason I would still try and help just off my own back. To anyone that's interested in volunteering I'd say just get involved do anything small and it will make a massive difference.



Meet Kevin

"...there are vulnerable people on their own that rely on these services on a day-to-day basis."

Kevin works for Sky TV and has volunteered for AUKWSBH to help people out in the community and carry out much needed doorstep deliveries.

I've always worked with Sky, supporting our customers and you do what you can do for them, but realising how the elderly and the vulnerable rely on someone has changed the way I do things in life, for sure.

My life is very different to a lot of people. I've got a wife and six children my eldest son is terminal, so we have a lot of people in our home and rely on services ourselves.

One time I was helping a gentleman called Brian. I remember him being really upset because he couldn't go out because of lockdown and he'd run out face masks, so I explained to him I had a load on the van, I went and got him some and that gave him a bit of his freedom back and enabled him to go to the shops. You assume that people have family members and friends, and they can deal with this, but a lot of the time there are

rely on these services on a day-to-day basis.

vulnerable people on their own that

When I get home, it's nice to know that I've helped that day - if bring one smile to one person I know I've done my job for the day and made that person happy.

The message I would like to say about the volunteer program is it's a great opportunity to help others. Thanks to a company like Sky, we got involved in lockdown and we continue to carry on with that. If more companies and people got involved it'd be less strain on people and there would be more help out there for vulnerable and the elderly.



Meet Yolanda

"...it's so important for her to have that social interaction with people."

Yolanda's mother suffers from dementia and attends our Daybreak Service on a regular basis.

I lost my mum six years ago she's not that vibrant person that was always doing things and helping people, just active – now she just sits.

I have been a full-time carer for my mother since she moved in with us six years ago. At the start she could do most things for herself but no longer really able to think about what happened in a normal day - so what would be the correct time to say get up or have a meal. And then, as the years have gone by, she needs a lot more prompts and her dementia journey is a lot further down the road.

I knew when mum moved in with us that she had her problems. I knew I was actually taking her away from her friendship group and I needed her to build new friendships. My local doctor surgery ran an event and Age UK had a stall there and that's where I found out about the Daybreak or Monday Club that catered for people with memory issues.

The difference of her having a day there and coming out, it's just her mood. She'll never remember what she's done during the day there - I have to ask them say "oh what did you do today?".

But just her mood for the rest of that day, that evening, is lifted from a comparable day when there isn't anything going on at home and she is sitting listening to a noise which might be the radio but not having that engagement, so it's so important for her to have that social interaction with people.

I would urgently appeal to everybody to support Age UK. They do an absolutely fantastic job. I think it's so important for people to engage in a social group and interact and be supported by the volunteers and the team there that understand their needs.



Meet Connie

"...I've made friends and thoroughly enjoy it, I come twice a week."

Connie is a member at one of our centres in Mid Sussex and enjoys socialising with friends and the staff alike.

I've always hated my own company and I never ever thought I could live on my own.

I had a very traumatic experience with my husband dying suddenly in bed drinking cup of tea, I was a wreck and I don't think I am now. I couldn't eat but since then, I've been coming to AUKWSBH for six years, I've made friends and thoroughly enjoy it, I come twice a week.

My family all admit I've done a lot better than they thought I would because I always said I didn't like being on my own. I had a husband who accepted that and we did everything together until he died so suddenly - it was very traumatic but I have coped and I'm coping well, I know I am.

If I couldn't come anymore, I'd really miss Age UK, I really would.

They do support me, all the volunteers are very kind and helpful. Some people don't mind their own company I've never liked just my own company, but I enjoy the companionship here, I've made friends here.



Dementia, Loneliness & Frailty

Following the pandemic, frailty increased, dementia symptoms progressed and far too many people live with loneliness or in isolation. These three areas have been a key focus for our charity as we've worked to support people through the home wellbeing service, our dementia services and our befriending and connecting initiatives.

Cost of living crisis

Everyone is feeling the pinch as the cost of living increases, but many older people, on fixed incomes, are finding themselves in serious difficulties.

In 2021, around 1 in 5 people of state pension age were living in poverty.

With energy, fuel, food prices and taxes soaring this is only set to get worse. We've been offering both practical and emotional support as some face unmanageable bills leading to debt, coldness, hunger and anxiety. We've also campaigned on the issue, urging the Government to ensure older people have the income required to fulfil their basic needs.

Meet Beryl

"I can't imagine now life without AUKWSBH, let's put it that way."

Beryl enjoys the company of others at our centre in Haywards Heath.

Now I can't do as much as I used to, so I appreciate the friends around me it makes a big difference, a very big difference.

If I couldn't attend – well it doesn't really bear thinking about it I don't think, as you can imagine the amount of friends I've made and I hate to say lost in that time, but yeah I would miss all of that.

That's quite something to have someone you can actually go to.



Our 65th birthday A summer of celebrations

2022 is a big milestone for us as a charity, marking our 65th birthday. We're so proud to have 65 years of making a difference under our belts and we're looking forward to many more.

We wanted to mark our birthday by travelling our area, from Crawley to Chichester, Brighton to Bognor, raising awareness and celebrating with our members and the general public.

As a result, we decided to make the Brighton Regency Routemaster the AUKWSBH Birthday Bus, stopping off at a number of locations, offering birthday treats, cake and fizz to those who want to join in the fun.

As well as giant birthday card to sign, we created a selfie sun wall for everyone to pose for a photo, tag us and enter our competitions as part of an awareness campaign to promote our services and local activities. We launched our 65th corporate logo back in December 2021 and gave it a celebratory update for spring and summer this year. The celebrations will continue for the rest of the year and as you can see with the pictures on the next page, we've already made a great start!





With help from our friends... We're proud of our community

We are incredibly proud to work with both individuals and organisations who increase our positive impact locally. Our funders, corporate partners, fundraisers and volunteers help us to make a difference in countless ways. We couldn't be more grateful for their time, effort and enthusiasm.



Partners

Our partnerships are crucial, allowing us to do more, for more people. We are a brand partner of the national charity Age UK and work with a wide range of charities, trusts and foundations. We partner with the NHS, on commissioning and with healthcare professionals. We also have vital links with local councils, older people's networks, health and wellbeing boards and safeguarding hubs. Finally we work across the community, through corporate fundraising, grant giving, sponsorship and individual giving.

Fundraising

Covid-19 restrictions continued to have an impact on our fundraising activity this year but we continued to receive kind donations from regular givers as well as some generous legacy gifts. We launched a successful Winter Appeal to keep people connected over the cold winter months and were able to provide befriending and Bags of Support to those most in need. We also raised money by selling cream teas throughout the summer months, as well as maximising income from Horsham District Community Lottery, The Big Knit and a Whiskey Auction!



Our people and organisation The heart of our work

People are at the heart of our work. We employed some 163 colleagues in 2021/22 and were supported by over 300 volunteers. We also have 270 home helps.

We want people's experience of AUKWSBH to be a great one – whether they work for us, volunteer with us, support us, or come to us for help and support. It's essential that we spend the money our donors entrust to us wisely and, among other things, that means ensuring we are efficient and effective in all we do. It's important that we have the right support in place for staff and volunteers to enable them to do their work well, so they can focus on making the greatest difference to older people's lives, no matter their specific role.

This year, we had a fantastic team of over 300 volunteers, donating over 44,000 hours of time. Roles were diverse and ranged from helping in centres, to visiting people in their own homes, providing administrative support and gardening. Volunteers also supported many of our fundraising events. This year we celebrated our longest serving volunteer, Sheila, who has volunteered for over 30 years! The value of our volunteer hours was in excess of £422,000 - their support is absolutely invaluable.





Communicating our message **Promoting our work**

We had another turbulent year amidst the pandemic but we continued to find ways to spread our messages to reach the most vulnerable older people across our communities. Whilst the vaccine was a key to the outside world once more, there were many people who still felt unable to leave their homes.

Bags of Support

Thanks to our staff and volunteers we were able to deliver over 2000 Bags of Support to those most in need. The bags are a lifeline to many, packed with information including Connect Magazine, as well as partner leaflets, and a selection of puzzles and activities and treats too. We are thankful for the donations we receive for the bags and in particular to Morrisons in Littlehampton who have helped out regularly during this time with sweet treats.

Connect Magazine, leaflet & promo

Started in the first lockdown, Connect Magazine has continued to grow and now reaches around 7000 people in a hard copy format. We even have customers as far as Australia who view the magazine online. With its growing popularity we now have a media pack and advertising which supports costs and enables us to continue producing the magazine. Our general charity leaflet along with Home Wellbeing and other core services were rebranded and are a great edition to our Bags of Support and centre displays as well as being used at events and for mailings. Online versions are also available.

In the news!

Our press office manages media enquiries and also proactively seeks coverage on the issues that matter to older people. This year, we've been able to share stories about our expansion in the community, our fundraising initiatives, bags of support and access to Covid-19 vaccines. We've also campaigned on issues like winter warmth, the cost of living and dementia action. We managed to get over 50 individual pieces of coverage, including 25 radio interviews, with stations like BBC Sussex, Greatest Hits Sussex and Radio Reverb.

Online reach

We have continued to expand our digital reach with a number of ways to keep informed about all things AUKWSBH. We provide the latest information on our website, Facebook page and community pages, Twitter, Instagram, Linked in and YouTube. This year we celebrated reaching 1000 customers on Instagram! Why not follow us or join in the chat?

- www.ageukwsbh.org.uk
- f 💟 🎯 @ageukwsbh
- in Age UK West Sussex, Brighton & Hove
- Age UK West Sussex, Brighton & Hove



Thank yous

Heartfelt words from our community

We have received so many kind messages from our customers, supporters and friends over the previous year and we are always touched by the kind and generous feedback we receive.

The handwritten notes, emails, phone calls and social media comments are proof of the dedication and hard work of our staff, volunteers and everyone who has helped us during this time. Here's a snapshot of some of the kind messages received...

I really appreciate the befriending and meal service and that everybody had been truly wonderful.

I today discovered your most informative Connect magazine...
I am 61 and a full time carer of an older gentleman. It would definitely be beneficial for articles to be read out to the person in my care.

A most excellent publication.

I am 94 years old and immobile, and I welcome the Bag of Support.

Thank you so very much for your magazine, I really do enjoy a good read, your 'Connect' is just that. My apologies for not have been in touch before this, but old age and arthritis has made me housebound. I am sending a small donation to you, I hope it will help. I have ordered your magazine and thank you very much for getting in touch.

I have just been speaking with a lady who was thrilled with yesterday's lunch club, she had a wonderful time and couldn't sing everyone's praises highly enough – thank you for organising!

Holly, Community Referrer,

(Adur & Worthing Councils)

The puzzles, word searches, books and exercise guidelines are wonderful and make my mother so happy!

Thank yous Heartfelt words from our community

JEREMY QUIN MP



HOUSE OF COMMONS LONDON SW1A 0AA

Congratulations to all the team at Age UK West Sussex, Brighton and Hove for reaching your 65th anniversary.

This is an excellent achievement and I am delighted to read that you will be celebrating the 65th Roadshow Tour with various stops around Sussex. I do hope to see the Birthday Party Bus in Horsham.

Congratulations once again.

Jeremy Quin MP for Horsham I just wanted to thank you again for arranging for your Information & Advice team to contact my Aunt. She did not catch the very kind person's name, but she was very pleased and interested to talk with her and looks forward to receiving more info in the post.

Thank you for the super Goody Bag that was delivered at Christmas time to our home at Homestream House. It was so lovely for our resident to receive and it brought back so many lovely memories for him. I was very impressed with the contents of the bag which had been very well thought out with the photos, activity pack and colouring of a dog, and Colin thoroughly enjoyed eating the chocolate muffin! Thank you to everyone at Daybreak, and to all who donated items.

Just a short note to thank you for the opportunity to visit the dementia group with my Mum on Monday. It was for me, a really happy experience, you and your staff clearly enjoy what you do which reflects positively on the Ladies and Gentlemen you look after. From your smiley welcoming greeting and throughout the time we were with you Mum was clearly engaged, safe and in a happy caring environment. I particularly liked the way in which there was a gently, caring proactive approach towards inclusion and to see the faces of all the Ladies and Gentlemen that you look after participating in activities which encouraged movement and social interaction was inspirational.



The future **Looking ahead**

We remain committed to ensuring that Age UK West Sussex, Brighton & Hove becomes the best place in the world to grow older.

But we can't do that alone. It is only with the support of our teams, volunteers, members, supporters, funders and partners that we can continue to tackle the challenges and inequalities that our older people face.

Together we can make a difference.

Covid-19 has had a devastating impact on older people in our communities and we know that the impact on older people's health and wellbeing is far from over and will be felt for years to come.

We have been able to support thousands of people in later life but there are many more who still desperately need our help.

We are more determined than ever to be there for those older people most in need.

Our values Everything we do will be underpinned by our values Customer first Being trusted Making a difference Sustainability Resilience

Growing older is the future we all face, let's work together and make it a better one.

Our team

Our Senior Management Team & Trustees



Helen Rice
Chief Executive



Sarah Watson Chief Operating Officer



Jo Clarke
Director of Partnerships
and Localities



Susan
Brigstock-Parker
Director of Health



Parul Chatterjee
Director of People



Angela Croucher
Finance Director

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The information and articles in this document were correct at time of going to print based on data available at time of collation. Stock images have been used throughout and do not depict individuals featured in the editorial unless clearly stated. Additional images sourced from AUKWSBH and the Centre for Ageing Better.

Age UK West Sussex, Brighton & Hove is a local, independent charity that has been supporting older people across the county for over 65 years.



We'd love your support

Our goal is to inspire and enable people in our communities to love later life. You can help AUKWSBH in so many ways



Donate



Volunteer



Fundraise

- www.ageukwsbh.org.uk
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- in Age UK West Sussex, Brighton & Hove
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