

# Impact report

2025-2026



 **Wyvern  
age UK**  
Let's change how we age

*Age UK Worcester, Malvern Hills & Hereford Localities, trading as Age UK Wyvern, is a registered charity (1114859) and company limited by guarantee, registered in England and Wales (05688674).*

# A message from our CEO

Hello, I am Clare Thomas and I am the CEO of Age UK Wyvern.

As the CEO, I'm incredibly proud of the work we do to support older people in our community. Our mission ensures that every older person maintains their dignity, independence, and quality of life. This is made possible by our dedicated team of staff and volunteers, who bring compassion, professionalism, and energy to everything they do.

Thus, I'm delighted to present this report to you, which highlights the amazing work of our dedicated team of staff and volunteers over this past year.

**Clare Thomas**  
CEO, Age UK Wyvern



# Vision, Mission and Values






## Our Vision

To support older people across Herefordshire & South Worcestershire, to change how we age.

## Our Mission

To make a positive difference to the lives of older people by providing services that help maintain their self-respect, dignity and independence, providing support as needed to enhance the quality of everyday life.

## Our Values

We are **compassionate**  We **collaborate**  We are **inclusive**   
We **listen**  We are **reliable** 

# Our year in numbers



**5606** ↑ 23.5%

New referrals received, with an average of 3897 clients receiving support each month.



**65,282** ↑ 17%

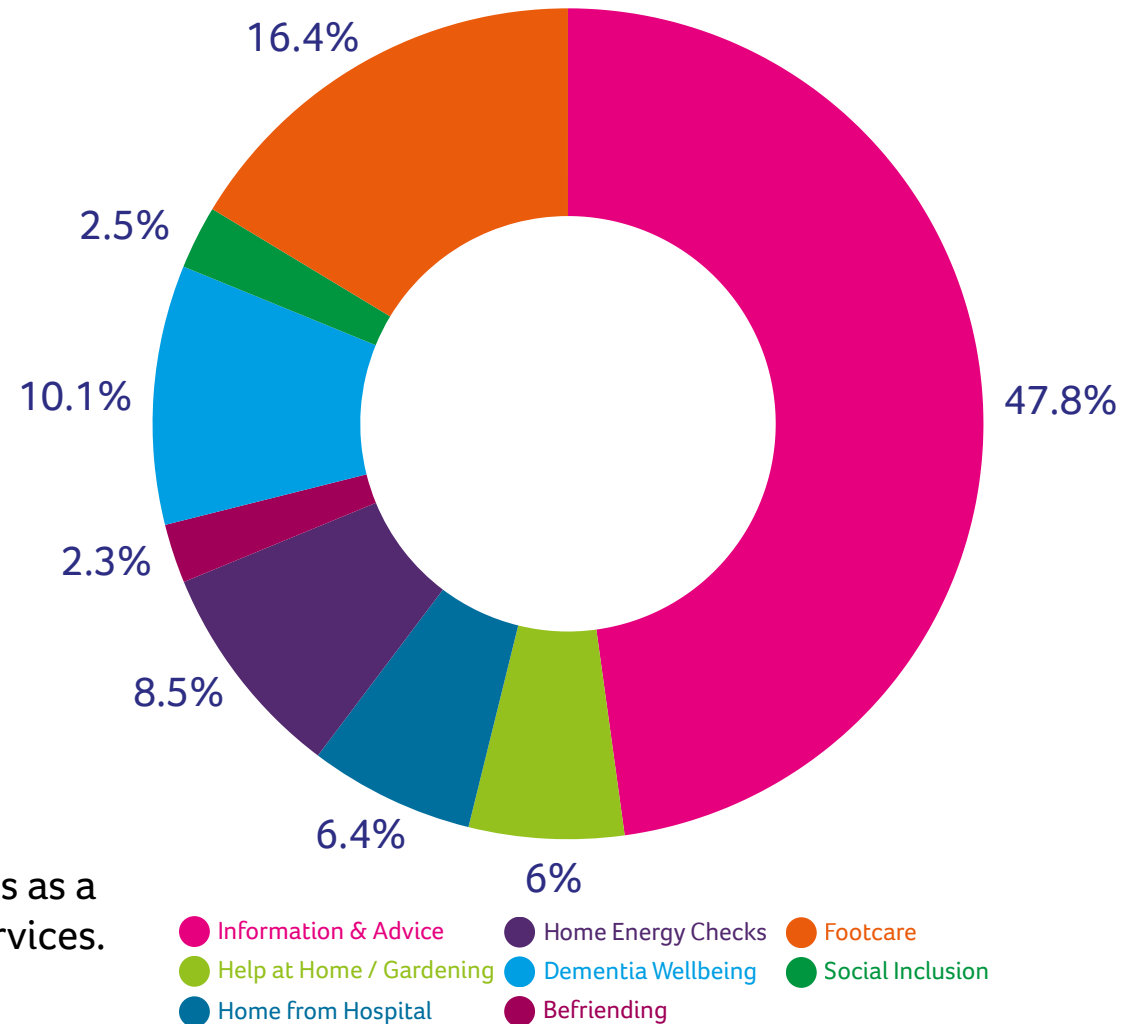
Individual contacts delivered by the organisation (phone calls, letters, or face to face meetings).



## Information & Advice (I&A)

Continues to receive the majority of referrals into the organisation and acts as a gateway into other Age UK Wyvern services.

## New Referrals by Service



# Individual service snapshot

## Information & Advice (I&A)

**3488** ↑ 48.5%

Referrals received into the service.



**548**

Benefit claims completed, includes Attendance Allowance, Pension Credit, Council Tax Support and more...

**£2.7m** ↑ 69%

Total amount awarded as a result of our Benefit entitlement claims.



## QAS Award

We're thrilled to have been awarded the Quality Advice Standard for high standards in providing advice and information.



## Dementia Wellbeing

**736**

New referrals following a dementia diagnosis.



**1659** ↑ 25.5%

Average number of monthly clients across the year.

## 8 MCST Courses + 6 Training Sessions

Delivered to people living and working in local communities.

**486**

Largest total monthly individual attendances (March 26) across all dementia focussed social activities.



# Individual service snapshot

## Help at Home

**2819**

Home visits to carry out household chores, shopping, light meal prep or companionship.



**1079**

Home visits to carry out gardening tasks, including mowing the lawn, weeding and general tidying.

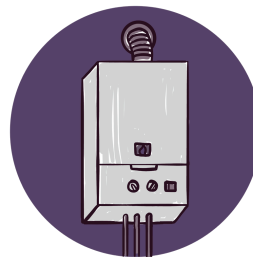
## Home Energy Checks

**733**

Clients received a free Home Energy Check.

**2787**

Pieces of equipment installed. Including, slow cookers, lightbulbs, socket timers, and more...



## Home from Hospital

**469**

Individuals provided with practical support at home, following a stay in hospital

**115**

Clients actively supported per month on average, helping them regain confidence and independence.



Joanne Leigh, Help at Home Assistant  
at Age UK Wyvern

# Individual service snapshot

## Foot Care

**347**

Clinics held throughout the year, across **13** locations.



**2709**

Appointments provided to help with basic foot care needs.

**1000+**

Home visit appointments offered to those who were housebound or those who had mobility issues; stopping them from attending a clinic.



## Social Inclusion

**258**

Sheds Together sessions delivered. **994** individual attendances.



**45**

Allotment sessions delivered. **251** individual attendances.

**43**

Walk & Talk sessions delivered. **594** individual attendances.

**245**

Digital Café sessions delivered. **1011** individual attendances.



# Service spotlight: Dementia Wellbeing

## Robin's story

Robin is a 69 year old male and has been living with *dementia* since his early 60s.

He has expressed his feelings towards the support Age UK Wyvern have been providing in an extremely positive and vocal way since his diagnosis.

Since his diagnosis of dementia, he has been aware of each stage he has been living through. This has at times caused Robin to feel a range of emotions, from sadness to anxiety and even a lack of self-worth.

Since starting MCST in 2024, Robin has been able to *engage* with others on a similar journey and has been able to relate to others, creating a *sense of belonging*.

*“This is brilliant, thanks so much, I’m so happy”.*



Robin has now since become very active within Age UK Wyvern, attending not only the *MCST* but also returning to attend the *YOD group outings*, as well as the *the 1-2-1 support* from staff member Terry.

Since Robin has been supported, *confidence* within his new abilities, alongside *empowerment* and *positive reinforcement* delivered by staff, has given him a new outlook and a strong positive mindset towards his goals and accomplishments.

The images here reflect the relationship with smiles and grins showing Robin's personality. There is a trust, a bond, and a happiness that would not have happened if it were not for the services Age UK Wyvern provide.



# Service spotlight: I&A

## Benefit success

A client with learning difficulties was approaching retirement age and was concerned about how this would affect her benefits and financial security. Both she and her sister were anxious about the transition to State Pension age and found the benefits system difficult to navigate.

An adviser from the Information and Advice team carried out a full **benefits check** and supported her to apply for Pension Credit. They also liaised with the local council to ensure a smooth transition to Housing Benefit and Council Tax Support.

As a result, she was awarded Pension Credit of **£75.75** per week, Council Tax Support of **£21.11** per week, and Housing Benefit of **£103** per week, significantly improving her financial stability. She also received a one-off Household Support Fund payment of **£150**.

In total, this increased her income and financial support by approximately **£10,542.72** per year.

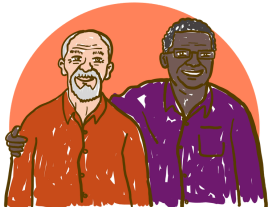
In addition, she received a **free home energy check**, during which energy-saving equipment and practical household items were provided to help reduce costs and improve day-to-day living.

The client's sister later shared that both she and her sister felt comfortable and reassured throughout the process and appreciated having someone who took the time to explain everything clearly and follow through on applications. Having dedicated support **provided reassurance** and **reduced anxiety** for both sisters.

They said the support had **"taken the weight off our shoulders,"** highlighting the importance of personalised, joined-up advice during significant life transitions



# Volunteering spotlight



**344**

Approximate number of active volunteers across the organisation.



**10,658**

Contacts made by volunteer Befrienders to our clients.

Resulting in **4163.5** minutes of telephone calls and **767** face-to-face visits at their home.



**420**

Hours of support delivered by Home from Hospital volunteers; helping clients regain their independence following a stay in hospital.

## Jill's story

*I'm Jill, aged 70, and have been volunteering for Age UK for 6 years, first as a **Befriender** and then a **Home from Hospital** visitor.*

*I started volunteering after I was widowed and absolutely love helping. It's very **rewarding** to be able to benefit someone and make their day/life better just by giving up some time.*

*The client feels happier and you get a lovely feeling of satisfaction that you have done some good for someone. I have probably seen upwards of 300 people since I started and **I wouldn't give it up for anything, it's so worthwhile.***

***If anyone is thinking about it give it a go - you won't regret it!***



Yvonne, a client of Jill's

# Retail spotlight

## Two new charity shops opened

We opened a new store in Ledbury and re-opened our Leominster store; now becoming our model store.



Ledbury store opening



Leominster store re-opening

## Realigned trading hours

Time flies when you're charity shopping... so we have given you more of it.

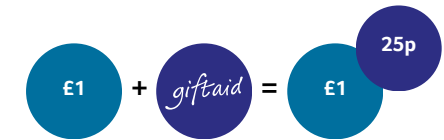
Stores are open for longer - which means more time for shopping, volunteering and donating!



## Gift Aid Donors

**£69,718**

Our total Gift Aid claim for the 2025/2026 tax year.



**2056**

A fantastic amount of new donor sign ups, with a 25% Gift Aid conversion rate to end the year.



## Environmental impact

**143,042<sub>kg</sub>**

Offset of stock going to landfill, savings of **1,928,204<sub>kg</sub>** CO<sub>2</sub> across retail.

# Income sources

## Retail

**£1,174,587**

Total income taken across our charity shops.

**£88,810**

Actual contribution from our retail income after overheads.

**£6.40**

Average transaction value from 178,402 transactions.

**60,973**

Bags of donations received in our shops.



Linda & Lesley, Age UK Wyvern retail staff, receiving donation bags

## Grants, donations and legacies

**£23,893**

Individual or regular giving donations received.

**£1,200,780**

Grants / funding received from various sources.

**£20,645**

Total legacies received.



# Get involved

## Shop with us



Our retail portfolio is made up of **13 charity shops** across Herefordshire & South Worcestershire.

Second-hand and new goods in every store, with furniture available in Barnards Green.

[ageuk.org.uk/wyvern/shop-with-us](https://ageuk.org.uk/wyvern/shop-with-us)

## Donate to us



Donate your unwanted items to us to sell in our shops. One 'bin' of donated clothes can generate over **£100**.

Donate a one-off or regular amount of money to us online or in-store, or leave us a legacy in your Will.

[ageuk.org.uk/wyvern/get-involved/donate](https://ageuk.org.uk/wyvern/get-involved/donate)

## Volunteer for us



We rely on volunteers to support us day-to-day, just like Jill and countless others.

Giving back as little as **1-2 hours per week** can make a huge difference to the life of local older person.

[ageuk.org.uk/wyvern/get-involved/volunteer](https://ageuk.org.uk/wyvern/get-involved/volunteer)

## Fundraise for us



Fundraise for us your way! Get active, get the community involved, get your work or school involved or celebrate an occasion with us.

Full suite of resources available and use the Enthuse platform online to collect donations and track your fundraising goals / milestones.

[ageuk.org.uk/wyvern/get-involved/fundraising](https://ageuk.org.uk/wyvern/get-involved/fundraising)

# Age UK Wyvern

Proud to be making a positive difference to the lives of older people in the local community.



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