



2023 – 2024

Annual Review and Impact Statement

1st April 2023 to 31st March 2024

Foreword

Chief Executive Summary



Melanie Pittock
Chief Executive Officer

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2023.24 has certainly been a year of change for our organisation. We sadly lost our friend and colleague, David Bruch, who had been our Treasurer for 25 years. David passed away suddenly and will always be missed. Dr Stephen Webster who had supported the organisation in its various forms, as Trustee and latterly as President, for Age UK Cambridgeshire and Peterborough, stepped down after 50 years. As a retired Geriatrician, Stephen brought a wealth of knowledge to our Board for which we are truly grateful.

Our Home Support Service in Cambridgeshire closed in October 2023 due to a significant shortfall in funds, resulting in us having to say goodbye to a number of colleagues. Positively, most service users have continued to receive help from their Home Support Worker on a private, self-employed basis. The service was able to continue in Peterborough as we hold a small contract with the local authority which partly contributes to the operational costs.

Later in the year, the outlook for some of our service grants and contracts became uncertain largely due to funding constraints. This was a particularly difficult time for all staff, with many roles being at risk. Sadly, five positions were redundant, but far fewer than initially anticipated as we were able to negotiate with commissioners and other charities who were in a position to financially support the areas of concern. It has been a very difficult time for the voluntary sector as overheads continue to rise, whilst additional funds are becoming even harder to secure.

We have worked hard to make savings for services we procure, such as office equipment and consumables, and on a larger scale, we were fortunate to have the opportunity to consolidate two of our offices, moving to premises at the Chelmer factory in Chatteris. This offers a light, airy and welcoming environment which is much larger, bringing colleagues together on a more regular basis; a great morale boost.

The organisation proudly supported an average of 1750 people each week, answering nearly 80,000 enquiries and incredibly, helping local older people to claim an estimated £2,400,000 in welfare benefits and grants.

The strength of our collaboration within the sector grew, joining forces with Care Network Cambridgeshire and Caring Together to form the Voluntary Sector Alliance. The VSA teams have worked together closely as part of the Integrated Care System to secure funds from the Integrated Care Board and enhance each of their Hospital Discharge Services, ultimately coming together as one. The development of a single point of access system has enabled professionals to make referrals into the service in a timely and seamless way.

Each organisation's strengths and areas of focus brings a complementary and professional approach to hospital discharge, reducing the risk of re-admission and protecting the health and wellbeing of patients, whilst reducing pressures at acute hospital settings. We are very excited about the future of the VSA and how it will evolve.

We continued to work with both Cambridgeshire County Council to administer the Household Support Fund for older people and Peterborough City Council to increase our capacity within the Information and Advice service. We are well placed to support individuals and households facing financial hardship and the complex issues they may be encountering due to low incomes, helping to find practical solutions for the present and longer-term assistance looking forward.

Community Warden team members provided vital input to a review, carried out by Rose Regeneration, of the warden services in South Cambridgeshire. The comprehensive report demonstrates the value of these services.

Not only did their findings highlight the positive impact on health and wellbeing, but the analysis also revealed that the services have a Benefit Cost Ratio of £3.36 for every £1 invested.

Looking forwards, we will be reviewing our Strategy, working closely with all stakeholders to shape this whilst aligning with the newly agreed Age UK Network Strategy. Our focus will be on local and national matters of importance, ensuring older people are at the heart of our future.

We help local older people through our many services which focus on giving professional information and advice, practical and social support. This enables individuals to make informed decisions, reduces isolation and allows them to feel a valued part of their communities.

“You have been a lifeline and friend to me, increasing my income and offering support whenever I need it. It’s a real comfort knowing you are always at the end of the phone.”

“It was the worst year of my life, my partner died and having spent 11 months, coming here (to this service) is a godsend. I feel looked after, supported with whatever is troubling me and making friends has saved me.”



Living well in Cambridgeshire and Peterborough

People can now expect to live a lot longer than before, however unfortunately this does not always mean that good health is experienced in later life, with many often living with co-morbidities, reducing quality of life and independence.

With the population of Cambridgeshire and Peterborough’s over 65’s expected to increase 128% by 2041, it is imperative that we continue to work in close partnership with health, social care and the voluntary sector ensuring we are an integral part of the Integrated Care System, aiming to provide the appropriate kind of support, together helping to manage long term conditions and enabling independence.

Other factors can affect quality of life such as experiencing financial difficulties, loss of loved ones, lack of access and transport to services and support, all of which can affect confidence and cause isolation.

Aligning with the Integrated Care System’s goals to:

- Increase the number of years people live in good health
- Reduce inequalities in preventable deaths before the age of 75

our services and opportunities aim to promote healthy living, enjoy later life and often improve later life.



“Through our partnership with Age UK Cambridgeshire and Peterborough, we are proud to deliver chair-based exercises at one of their day centres, fostering a supportive environment where every participant feels included and empowered. Together, we are enhancing physical and mental well-being and promoting active engagement for all.”

Peterborough United Foundation Trust

Our impact

Our collective services have reached thousands of people over the year. Behind the large numbers are individuals who have been supported to live healthily, safely and independently. What we did:



CASE STUDY

Wraparound, personalised support

A lady in her early 80s contacted us because she wanted help to access a mobile hairdresser. In our conversation we understood that poor mobility prevented her use of public transport, and she couldn't afford a taxi. Not wishing to trouble family too often, she managed by going to the local shop but physically this was becoming more and more difficult, once resulting in a fall which caused bruises and naturally reduced confidence.

We gave her some options and helped her to find a mobile hairdresser but also wanted to support the wider needs which were affecting aspects of daily living. The lady agreed to additional support through our Handyperson service. A ramp was fitted, grab rails and a banister installed, making it so much easier to move safely around the home.

Following a Welfare Benefits check, the lady qualified for Pension Credit and Attendance Allowance which meant she received around £90 extra income per week. A claim was also successfully made for the Household Support Fund.

The additional money meant the lady was able to confidently pay for help with footcare and taxis to take her to do her shopping.

Now also receiving regular visits from a Sharing Time befriending volunteer, the lady feels far less isolated.

“I don't feel such a burden to my daughter, and I can tell her about my friend and if I've been out on a taxi trip”.

Information and Advice Services

“You have been amazingly helpful; you’ve turned my life around. I’d have never been in the position that I am in now without the help that you offered to me. There are so many people out there who must be struggling and don’t know that there is help available like that I have received.”

503
benefit claims

£1.8 million
benefits and grant take up



Our helpline

We help thousands of people to know their rights and make the best choices for later life. We provide information and advice that covers every facet of later life, from helping people find out the benefits they are entitled to claim, to discussing options that support a positive homelife

What we did:

Our Information and Advice service supported over 600 individuals to claim £1,800,000 in Welfare Benefits; an increase of 10% on the previous year.

Information Guides and Fact sheets

During the year we distributed over 15,000 Information Guides and Fact Sheets with the main topics being Lasting Power of Attorney, Bladder and Bowel Problems, Avoiding Scams, More Money in your pocket and Getting Help at Home

Enquiries

All enquiries are coded to one of over 1,547 codes, such as access to services and Welfare Benefit checks requests, to help us analyse themes and trends to identify demands on specific issues and provide us with local data to show concerning areas.



£600,000

Total value of grants awarded to claimants

5,209

People/households supported

**“
You have really cheered me up this afternoon. I was feeling very low after my GP appointment because my health isn’t very good now. Thank you for calling me back and for the money. It will enable me to buy the food that I need. Everyone speaks so highly of your organisation.”**

Household Support Fund

We continued to work with Cambridgeshire County Council as a Trusted Partner, administering the fund for people aged 65 and over. In Peterborough, we work with the City Council to enhance our Information and Advice service which received an increase in complex poverty related enquiries.

Girton Older Residents’ Co-ordinator

With long-term local funding, we work alongside statutory, voluntary and community groups in the South Cambridgeshire village of Girton.

We continued our local engagement with community groups and to be an information point to support older people’s needs, providing informative sessions and helping to set up clubs. One particular success is the introduction of the Tuesday Connections Club, enabling regular social activities for local older people.

Increasing confidence and independence

1,600
households supported

584
grab rails fitted

131
key safes fitted

114
assisted hospital discharges

11
furniture moves

16
galvanised handrails installed

66
banister rails fitted

Cambridgeshire Handyperson Service

The Handyperson service supports the prevention of falls and accidents in the home, and safe and timely hospital discharges with key safe and grab rail fitting, and bed/ furniture moves

Our Handypersons are qualified as Trusted Assessors in assessing for minor adaptations such as grab rails and can also suggest equipment to support less mobile service users in completing daily tasks, such as getting out of a chair, in/out of bed, access the shower/bath or transfer from the toilet.

“ AgeUK Cambridgeshire and Peterborough have helped me deal with a multitude of problems very quickly. I am pleased that I now have access to the outside of my property in time for the Summer. I will be able to now walk much further thus building up the strength in my legs.”



Out and about in Cambridgeshire.



Home checks

We aim to reduce falls and accidents, improve security and warmth, and provide information services, by conducting free Personal Assessment and Home Safety Checks, as a support service to Peterborough City Council Therapy Team (Referrals must come directly from Peterborough City Council)

“ I can get in and out of the house on my own with my walker now and making a drink is easier with the perching stool. I am safer in the bathroom with the grab rail.”

181
Referrals

“ The grab rails are in the perfect position; I feel the best I have in years.”





420

Referrals received

500+

home visits made

2,400

telephone calls

“The Alliance has really improved simplifying the voluntary pathway.”

Reablement Team,
Cambridgeshire
County Council

Hospital Discharge and Admission Avoidance Support Services

Working collaboratively with Caring Together and Care Network Cambridgeshire, as the Voluntary Sector Alliance, we support safe discharges home from hospital and then provide regular help for a few weeks until the individual either has longer term interventions in place or are sufficiently recuperated to no longer require the input. Our wraparound, holistic approach helps individuals to regain or retain independence.

“Since my husband died, I have become very reclusive and was too ashamed to ask for help and my living conditions just got worse. You have showed me compassion and support and I now feel more positive about being home than I have for such a long time. You have all been so kind.”

TESTIMONIAL



“Thank you for taking the time to look out for me, I always worry that speaking to the G.P will mean I end up in a home. The carers have been lovely, and I feel a bit more like my old self!

I have missed my daily walk but appreciate your support in making sure my prescriptions and shopping is done.”

Community Warden Service

We operate 19 Community Warden services around the county, to assist independent living at home..

“It is just wonderful that people rally around now that I need extra support. Age UK (C&P) have been marvellous and efficient”

“I don't know what I'd have done if you hadn't got my antibiotics to me so quickly. I was worried I'd have to go to hospital. I am so very grateful. Thank you”

6,250

physical contact hours

43,750

phone calls

250

average weekly service users



7,745
hours service

Home Support Service

The Home Support Service continued to offer help in the home of local older residents, providing practical household tasks such as cleaning and laundry, and in some cases, grocery shopping. (please note this service now operates in Peterborough only).

In 2023.24 - 455 households access the service.

“ So grateful for all you did to help mum, you went above and beyond. It gives me peace of mind knowing she has such great support!”



Reducing isolation and preventing loneliness

Connecting individuals through social opportunities



Sharing Time and Telephone Befriending

Our befriending services bring older people and volunteers together to form friendships. Contact is made either by a home visit or a telephone call, on a weekly basis.

“ I feel less vulnerable now, the visits make such a difference when you have no-one in the world. Age UK (C&P) has had a massive impact on my life, and I can't thank you enough.”

365
service users

20,054
visits or calls



Day Services

Our Day Services were again able to fully operate part way through the year resulting in increased attendances and new service users joining. The services generally operate from 10am to 2.30 pm at our centres around the county.

3,506
attendances

116
service Users

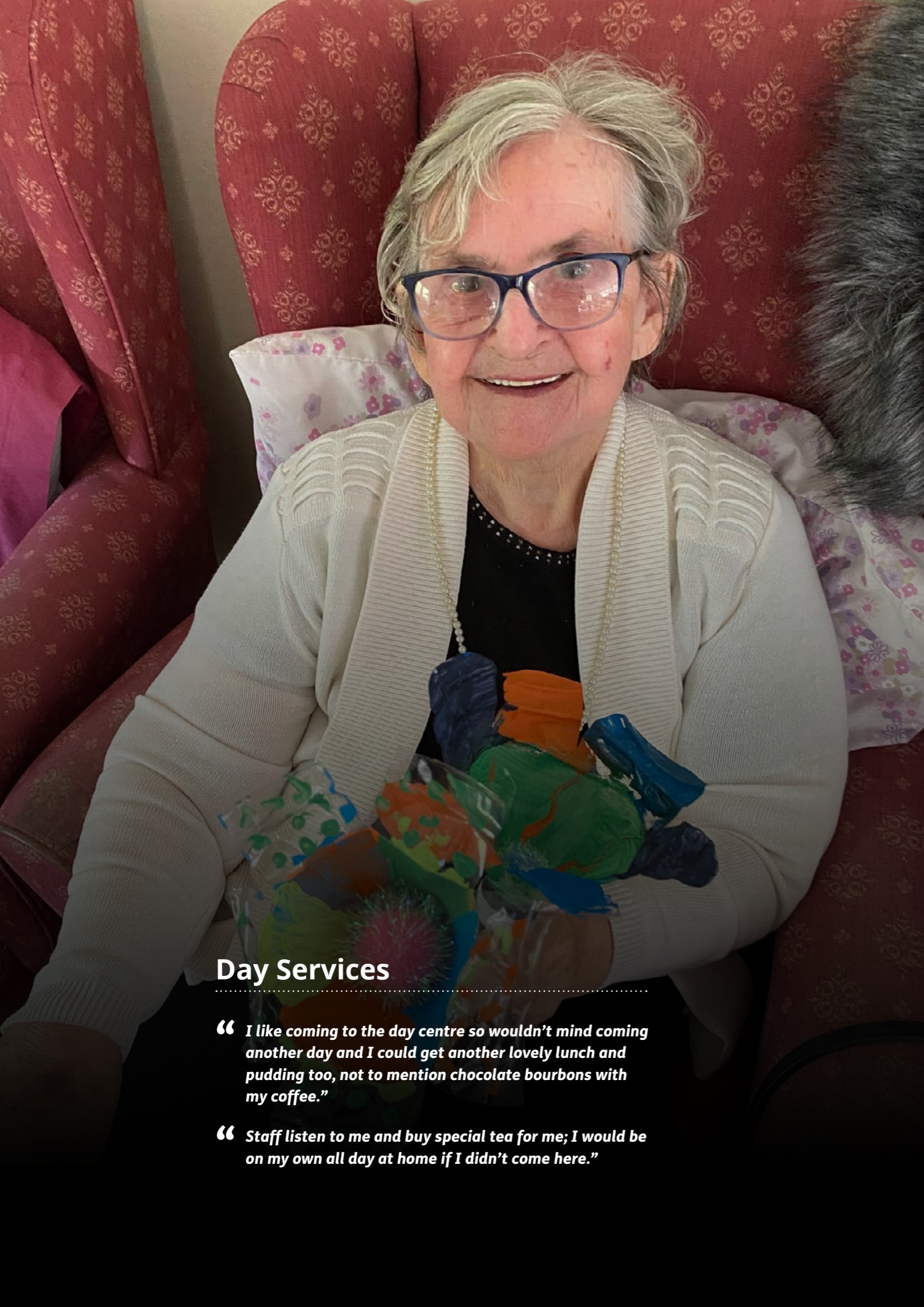
Friendship Clubs

We support several clubs, primarily in and around the Peterborough area, empowering local volunteers to establish independent clubs, supporting them to set-up committees, find premises and access training.

9
clubs supported

2,085
annual attendances

161
estimated weekly attendances



Day Services

“ I like coming to the day centre so wouldn't mind coming another day and I could get another lovely lunch and pudding too, not to mention chocolate bourbons with my coffee.”

“ Staff listen to me and buy special tea for me; I would be on my own all day at home if I didn't come here.”

CASE STUDY

A gentleman has been attending a day centre since January 2023; he lives alone with daughter and family nearby.

Since he lost his wife, he feels very lonely although his family are supportive, they are at work. He wanted to be able to socialise and get out of the house. The gentleman's mobility is poor, but he is able to get about with the use of a frame. He was hoping by attending the day centre he would feel less lonely and be able to make new friends and have a home cooked lunch.

Unfortunately, the gentleman's health has been not so good over the last couple of months and with his poor mobility we recently supported a falls prevention assessment. But with all this he still never misses a session. We keep in regular contact with his family to make sure that we have continuity of care and to let them know how he is whilst he is with us and to offer them any support we can.

Very recently we had a trip to a community farm, at which he had a wonderful day and said it was great to have tea and cake out and to see all the animals.

The difference we made:

The gentleman's goal was to feel less lonely and to find new friends and since he started, he has asked to come more frequently as he enjoys it so much and feels less lonely, he now attends 3 days a week. Recently we have combined our group, and the numbers attending have increased, enabling him to socialise with more people which he really enjoys.

Quotes from service users:

“ I look forward to the days I come to the day centre. It gives me something to get out of bed for.”

“ I feel a lot more relaxed when I have been here.”

The value of volunteering

19,250

estimated volunteering hours

350

active volunteers

Volunteering

Without volunteers we would not be able to offer the breadth of support we do for older people in Cambridgeshire and Peterborough. In cases such as our befriending services, whilst supported by our professional staff, the service model relies on the commitment of volunteers. In other provisions such as Day Services, volunteers enhance the activities and support can provide.

Volunteers also feel extremely valued and rewarded for the dedication they give to services and local older people.

“ What a difference Age UK (C&P) has made to myself and my five new friends. They are five different characters and every day I look forward to talking to a different person. It’s made a difference to me to have someone to talk to each day and I hope I have made a difference to my service users too.”



Our Public Communications

During the last year we have seen a significant increase in our reach via social media platforms. Compared to 2022.23 our reach on Facebook has increased by nearly 50%.

We also prioritised regularly using LinkedIn, sharing key messages much further.

We have continued to work closely with local media, particularly BBC Radio Cambridgeshire highlighting matters affecting the lives of older people, such as bank and post office closures and the Cost of Living Crisis.

Partnership Working

Working in partnership with local and national organisations ensures local older people receive the most professional and high quality support available to them.

Our professional partners say:

“Age UK Cambridgeshire and Peterborough has been working closely with the local authority for many years. They continue to provide some of the council’s key preventative commissioned services like befriending and older person’s information & advice. This year, Age UK Cambridgeshire and Peterborough has contributed to our re-design of day opportunities for older people and place-based grants for social inclusion. They are increasingly exploring new ways of working with us as we strive to ensure older adults enjoy healthy, safe and independent lives and can access timely support most suited to their needs”

Richard Hills, Service Director, Commissioning, Cambridgeshire County Council



“Partnership working can often just feel like hard work for little gain. However working with Age UK Cambridgeshire and Peterborough feels nothing like that. Our teams work together so well, recognising both our individual and combined strengths to better support local people across the county. We have without doubt achieved more together than we could have on our own”

Miriam Martin, CEO, Caring Together

Our People

127
employees
(50 full time equivalent)

387+
volunteers

10
trustees

Staff and Volunteers

We value our people and develop our workforce with regular and varied training opportunities including in house training and external training courses. Our team is equipped to work safely so they can take care of themselves, their colleagues and our service users to the high standards we expect.

During 23.24 we had 127 employees, with a full-time equivalent of almost 50.

We are also extremely grateful to the 387 volunteers who supported older people through our Sharing Time service, Telephone Befriending and at Day Centres, as well as some providing administration support to the Charity. In addition, a number of volunteers were supported to deliver the independent Friendship Clubs. We thank you all.

10 Trustees gave their time during the past

Board of Trustees

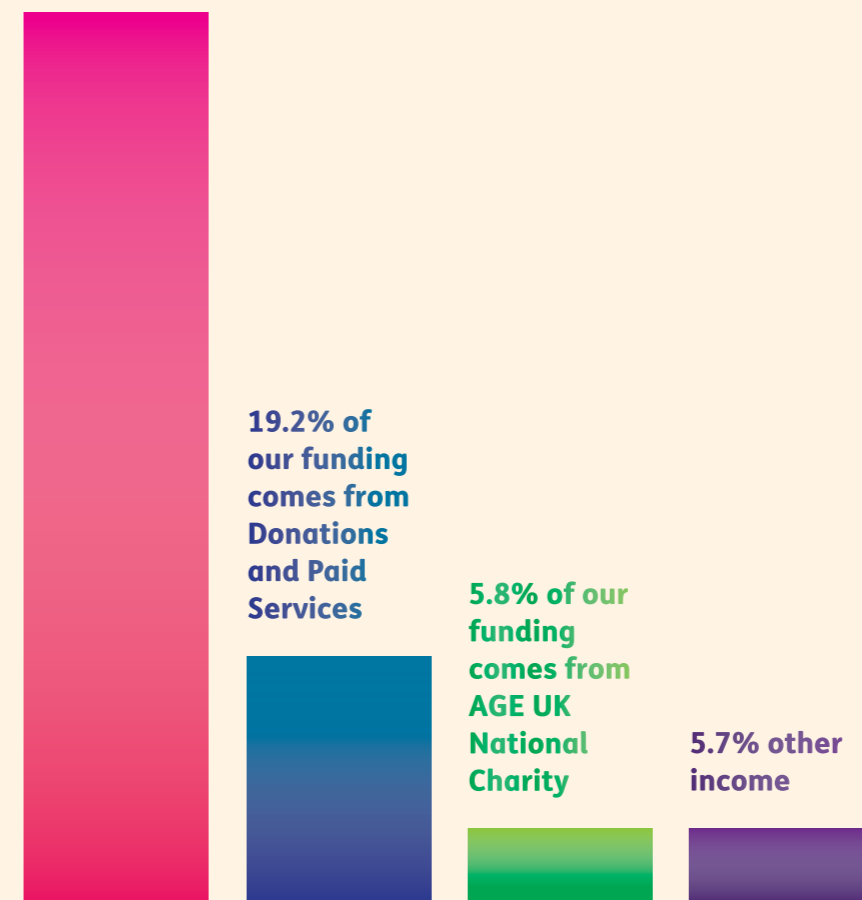
Hazel Williams MBE (Chair)	John Holdich OBE
Clive Adkin (Vice Chair)	Alison Reid
David Bruch FCA (Treasurer) sadly passed away	Alex Alexander
Adrian Kirby	Julie Weaver
	Antony Clark

President

Dr Stephen Webster MA, MD, FRCP stepped down

How we are funded

69.3% of our funding comes from Grants and Commissions



Our income

Our funding comes from a variety of sources. The major source of income is to deliver commissioned or grant funded services, supporting local older people through our Information and Advice, practical and social/ friendship services. Some of our services are charged for to help towards the cost of delivery.

We raise funds through fundraising activities to encourage donations and we are also grateful for the gifts of legacies and collections following the passing of people who know us and some of our Service Users whom we have helped over the years. This income allows us to subsidise service delivery and start new projects, to reach and support even more older people.

Treasurers Report & Financial Statement

£2.1m

spent on services and activities

£2m

income generated

The income of the Charity was just over £2 million in the year, very similar to the previous year. This was a difficult year for the Charity and some of our services were facing uncertainty, mainly due to threats to funding.

Our advantage is our local knowledge and our ability to create and run services appropriate for older people and the experience and dedication of our staff, both employees and volunteers. We are very pleased to confirm the successful start to our significant collaboration, from summer 2023, in the newly established Voluntary Sector Alliance, with the task of improving the process and speed of discharge from hospital.

Just over £2.1 million has been spent on the services and activities of the Charity. We used some of the Charity's reserves to fund our work because we know how important this is to our local communities.

A copy of the full accounts for the year to 31st March 2024 is available on request from our registered office, or from the Charity Commission website.

Our Supporters 23/24

We thank all our funders, donors and supporters, who enabled us to deliver such a wide range of services and extra acts of kindness.

We wish to acknowledge with heartfelt thanks the legacies we have received during the year, together with in memoriam gifts and especially thank families for thinking of us at their time of loss.

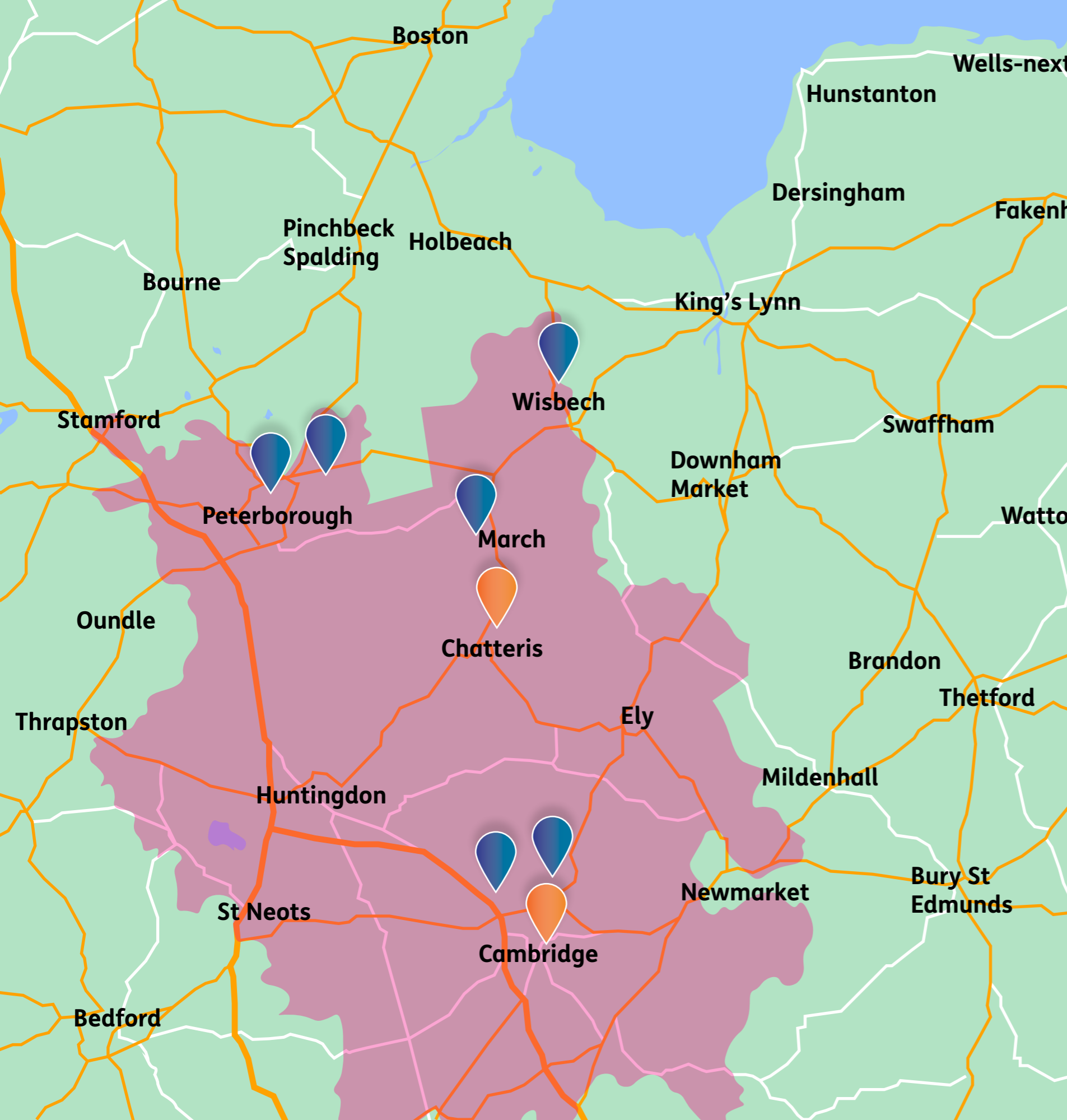
- Age UK
- Age England Association
- Balsham Parish Council
- Bassingbourn 60 Club
- Cambridge Healthcare Research
- Cambridgeshire & Peterborough Integrated Care System
- Cambridgeshire County Council
- Castle Camps Parish Council
- Fen Drayton Parish Council
- Fenstanton Parish Council
- Florence Hylda Dennis Trust
- G's Group Holdings Ltd
- Girton Town Charity
- Grafham Water Lions
- Histon & Impington Parish Council
- Hope again Histon
- Landbeach Parish Council
- John Lewis
- Linton Parish Council
- Littleport Parish Council
- Littleport Town Lands Charity
- Lolworth Parish Council
- Mayor of Whittlesey
- Over Parish Council
- Peterborough City Council
- Peterborough Court Coffee Shop
- Peterborough Lions
- Pollensa
- Pye Foundation
- Ramsey Ladies Probus
- Ramsey Hospital Charity Shop
- Rotary Club of Ely
- Rotary Club of March
- South Cambs District Council
- St Andrews Church
- Swavesey Parish Council
- Teversham Parish Council
- Urban & Civic (Waterbeach) Ltd
- Vivacity Fit Club
- West Wickham Parish Council
- West Wratting Parish Council
- Weston Colville Parish Council
- Willingham Parish Council
- Wisbech Lions
- Yaxley Age Well Group

Plus other anonymous donors and those who have individually and in clubs, raised funds for our cause. These donations are all gratefully acknowledged.

We thank Zest Communications for the seventh year in sponsoring the production of our Annual Review and Impact Statement, donating all design time.

How you can help us:

- Volunteer
- Fundraise
- Remember us in your Will
- Donate
- Become a Corporate Partner



Our venues and areas of specific service delivery

Our Main and Registered Office:

Frans House,
Fenton Way,
Chatteris,
Cambs
PE16 6UP

Cambridge Office:

The Cherry Trees Club, 2 St
Matthew's St, Cambridge
CB1 2LT

Day Services

The Cherry Trees Club,
St Matthew's Street,
Cambridge CB1 2LT

The Oasis Community
Centre, St Michael's Avenue,
Wisbech, PE13 3NR

March, Cricket Club,
Burrowmoor Road,
March, PE15 9RS

Steve Woolley Court,
Benyon Grove
Orton Malborne,
Peterborough
PE2 5HP

Supporting Friendship Clubs:

Peterborough (Bretton, Eye,
Glinton, Netherton, Orton,
Paston and Gunthorpe,
Stanground, Werrington,
Westwood)

Cambridgeshire Handyperson Service

Cambridge City, South
Cambs, East Cambs,
Huntingdonshire and
Fenland

Community Warden Services

See website - Age UK
Cambridgeshire &
Peterborough | Community
Warden Service

Girton Older Residents' Co-ordinator

Girton

Countywide Services:

information and advice,
sharing time, telephone
befriending, Home Support
Service, Hospital Discharge
and Admission Avoidance
Support Service, free
talks and presentations,
Household Support Fund

Age UK Cambridgeshire and Peterborough

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Find us on Facebook and X

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www.zestcommunications.co.uk

Age UK Cambridgeshire and Peterborough is a charitable incorporated organisation registered with the Charity Commission for England and Wales with registered charity no. 1165856
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