

Annual Report

April

March

2023 - 2024

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Executive Summary

I would like to start my annual report statement by thanking all staff, volunteers, trustees, donors, fundraisers and partners, for helping hundreds of vulnerable older people to improve their lives last year.

The charity has seen a huge increase in demand for our services, but also increased financial pressures with higher costs for fuel, staffing, utilities, and rents. At the same time as seeing more demand, we have also seen ever-increasing seriousness and complexity of people's problems.

Our teams such as Information, Signposting and Advice, Befriending, Scams and Safe and Warm Homes visited older people and families in their homes and communities across East Lindsey, West Lindsey and North Lincolnshire, striving to ensure older people, receive the services and activities they deem important within our tight financial resources. With a financial loss at the end of 2023/24 and the continuing 'cost of living' crisis, it has been a challenging year.

During the year, our teams delivered over 2500 Winter Warmth packs to the most vulnerable older people, more than doubling what we delivered last year. This was an incredible effort and again had wide appreciation and recognition from clients and partners, as we also made sure we delivered during the times when older people needed support the most.

We have again had very good performance from our Befriending, Keep Connected, Safe and Warm, Digital, Scams, and Information, Signposting & Advice services and we also continued our partnership working with Age UK Lincoln and South Lincolnshire to deliver a Home Cleaning and Gardening service and Age UK Kent Rivers, providing services to them. How we work with partners and share the load, in these difficult times is very important and we are pleased we have again been able to work with partners in a balanced, purposeful and profitable way.

Our Charity Shops have had some real challenges over this year, but finally completing the repairs to the roof at Barton upon Humber charity shop and opening our new Caistor charity shop, are two achievements we can celebrate this year. The poor state of some of our high streets and the increasing costs of running our shops, has meant that profitability during the year has been less than we would have wanted. However, as always, we have seen real effort from our shops team to improve things and with some of the tremendous fundraising efforts that have taken place across our shops this year and a constant drive to improve performance, we will look to next year with optimism.

Again, in March, we held our Staff and Volunteers Awards night at the Admiral Rodney in Horncastle. Joined by sponsors such as Wilkin Chapman Solicitors, FH Manning Financial Services, Polypipe, Dexter & Sharpe Accountants and Robert Bell & Co. Estate Agents, we had a lovely evening and were able to celebrate the achievements of the people involved in our charity. We were pleased to again have received the sponsorship and support from the family of our former and now sadly deceased President, Peter Wright.

Our financial performance in 2023/24 was worse than we had expected, and we have seen a loss of £56,062. This will mean that next year we will need to see improved profitability in our shops, more successful grant bids and improvements in our fundraising efforts, so we can continue to meet the demands of an increasing older population. This will require continued effort by everyone involved with the charity.

Once more I would like to thank everyone who supported us throughout this year. It has been a year of challenge, yet I feel the performance by some of our teams has been incredible and working together with this level of dedication and commitment, I am sure we will continue to make a positive difference to the lives of the older people across the areas we serve.

Andy Storer
CEO, Age UK Lindsey

A Word from our Chair

2023/24 has again been a satisfactory year for Age UK Lindsey. The challenges of the 'cost of living' crisis remain for many older people and we have also felt the impact within the charity, especially on our running costs.

Despite the challenges, our services have performed well, helping vulnerable older people and continuing to make a positive difference.

Shops performance has remained consistent, although we have seen some effect from the general malaise on our high streets and increasing running costs. Keeping our shops profitable will be a big challenge over the next 12 months, but I recognise the effort made by all those involved with our shops, to ensure we continue to generate income to support the work of the charity.

As always, I would like to thank all those who have been dedicated and committed to the work of our charity. I would particularly like to thank all staff, our CEO and senior leadership team, our volunteers and my fellow members of the board, who have all worked tirelessly to ensure we produce excellent outcomes for older people within the resources available to us.

I remain very proud to be Chair of Age UK Lindsey and during my years of involvement with the charity, I have seen times of challenge, but I have also seen some fantastic successes, and this annual report celebrates those successes. I know all involved in our charity are proud, as am I, of the work we do, and I look forward to another year of delivering high-quality services for older people in local communities across our area. Well done all!

Claire Parker-Robson
Chair, Age UK Lindsey



About Age UK Lindsey

Age UK Lindsey is a local independent charity, working to promote and improve the wellbeing of all older people living in the geographical areas of East Lindsey, West Lindsey and North Lincolnshire. We are members of the Age UK brand partner network, and we are proud to say that all funds raised by us stay within our local area, making a difference to the lives of older people in our communities.

Our Mission

To promote and improve the wellbeing of all older people 50 and over, with a focus on those who are 65 and above, helping make later life a fulfilling and enjoyable experience, by tackling loneliness, isolation and poverty.

We have a deep understanding of the issues facing older people and we work hard to meet the ever-increasing demand for our services. Making later life a better life for older people in our local area is at the core of everything we do.



Our Values

- We are caring, fair and respectful in the way we treat people.
- We are accountable, transparent and open in the way we run our charity.
- We are inclusive, positive and welcoming in everything we do.



Our Social Objectives

- To support older people to thrive at home for as long as possible.
- To support older people to be healthy and well in later life, enabling more years to be spent in good health.
- To help reduce levels of loneliness and isolation and the negative impact on health and wellbeing by supporting older people to be socially active and connected.
- To develop a range of interventions and services that can help older people to develop their resilience in challenging times.
- To work closely with older people to ensure they can influence and campaign on issues that can help change the narrative around ageing and older adults.



Our Charity Focus



Single point of contact - THRIVE Team

Our THRIVE Team is responsible for the day-to-day coordination of service requests coming into the charity. This allows us to give a person-centred approach to our clients and manage interactions more effectively and efficiently.



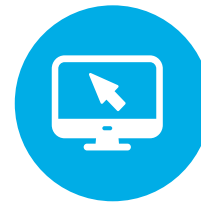
Information, Signposting & Advice

Our popular, free and confidential service, offering help on a wide range of topics which regularly cause concern for older people.



Befriending

A dedicated service for those over the age of 50 who are at increased risk from loneliness and social isolation.



Keep Connected

Ensuring that older people without access to digital technology can stay connected by offering digital support. Our Infobus also visits locations across our geographical area, enabling us to reach and help more clients.



Projects

In response to the needs of our clients, we are continuously working with our partners to extend the scope of our service provision. This has included Safe and Warm homes, Fraud and Scams Awareness and our partnership services with Age UK LSL.



Fundraising

Fundraising is key to the continuation of our service delivery. We are supported through grants, legacies, donations, sponsorships and the generosity of our local communities.



Charity Shops

As an independent charity, our eight high street shops are vital in supporting the work that we do. The income raised by the shops enables us to continue to provide free services to older people across our area.



Volunteering

Our growing team of fantastic volunteers are the lifeblood of our charity.



Information, Signposting & Advice



Clients Supported
2641



Telephone Calls To Clients
8110



Clients Home Visits
494

641

Clients supported to successfully claim health or means-tested benefits, financial entitlements, or grants

Equating To

£2.6 million

more than double that of the previous financial year

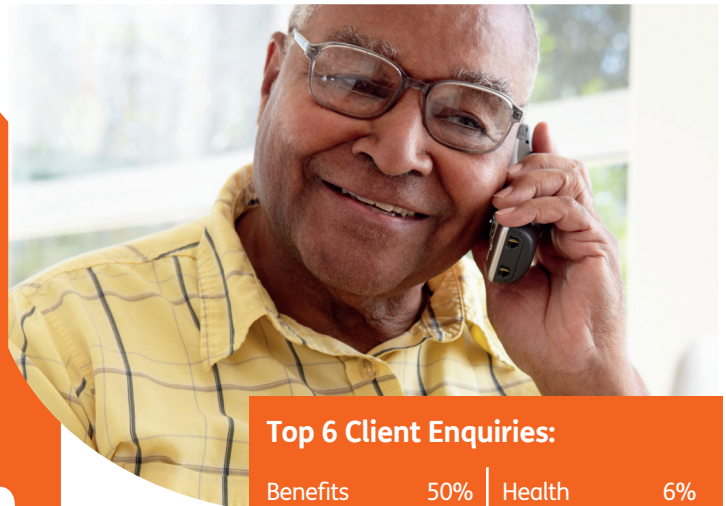
We have increased the reach of our Information, Signposting & Advice Services and are proud to have supported four times more clients than during the previous financial year; offering much-needed free, impartial and accessible support to local people.

At the front end of our Service Delivery Model, our Client Support Service (which was rolled out in June 2022) now offers a comprehensive 'Safe & Warm Home' triage and assessment, providing anyone aged 50+ with the appropriate information they need to know, to secure their rights or empower them to do more about their situation. We offer support predominantly over the telephone, on policies and practices within a broad range of topics; frequently dealing with enquiries the same day they come in. We also signpost and refer to other providers of services,

both national and local, which are appropriate to the client's individual needs and enquiry.

The most vulnerable state pension age clients are referred to our own quality-assured Social Welfare Advice Service, which has doubled its reach this financial year. We provide effective advice and proactive casework to generate additional income, promote health, and establish appropriate levels of care and support for clients at home. We receive consistently high levels of positive feedback and are committed to delivering exceptional customer care, providing consistent, relevant advice on the key themes that impact older people locally.

“ I very rarely use the word ‘excellent’, but I cannot thank you enough for your kindness, patience and help during a difficult time. Since losing my spouse, I have been so worried about everything. Your service has meant that I now have extra money to live on, am in better physical health, and have improved emotional wellbeing. I feel safer and have greater peace of mind knowing that someone is there to help. Your support has meant so much to me. Thank you, Age UK Lindsey. ”



Top 6 Client Enquiries:

Benefits	50%	Health	6%
AUKL Services	19%	Travel	5%
Care	8%	Housing	3%



Befriending



20
Zoom Calls with
109 People
Participating



Attendances at
Social Groups
900



Befriending
Volunteers
103

3728

Hours of Befriending
Support to

239 Clients

with **124** Clients
attending social
activity groups

Our Befriending Service has expanded considerably, due to an increase in demand over the last 12 months. We have taken a number of steps to reduce the feeling of loneliness and isolation in older people within East Lindsey, West Lindsey and North Lincolnshire.

We have also increased the number of social activity groups in accessible venues across our area, to encourage increased social interaction, therefore reducing loneliness and isolation issues.

For those clients who are not mobile enough to access the groups, we have maintained our Face-to-face Befriending Service home visits, along with telephone befriending. The Digital Zoom Friendship Group has a good attendance too and we are looking to expand on the availability of these sessions, to encourage further participation.



“

I really look forward to my visits.
My Befriender is a lovely kind lady,
and we get on really well. I don't
know what I'd do without her.

”



Keep Connected



Digital Support Sessions



380

Digital Support Sessions with Clients

189

New Digital Clients

Many older people are now wanting to stay connected with their family members digitally. Our digital support sessions allowed clients to borrow one of our tablets and with guidance from one of our Digital Champion volunteers, they have gained confidence and improved their independence. The tablet loan is free, and we have seen many clients interested in purchasing their own equipment following these sessions.

Our digital team support people to not only get online, but also show how to do online shopping and request repeat prescriptions, as well as keeping their minds active by playing games and puzzles too!

Infobus Outreach Project



80

Number of Venues Attended

968

Number of Clients Attended

The Infobus has been out and about in the community across our area, covering locations such as Chapel St. Leonards, Skegness, Louth, Alford, Gainsborough, Market Rasen, Brigg and Barton, as well as others. The bus is out mostly during the summer months and is well equipped with information for all of our services.

The bus attends a variety of venues across the locations, including local markets, garden centres, GP surgeries, supermarkets and other community hubs, with the aim of providing information and support to those who are socially isolated, as well as being able to make referrals to other services where needed.

Our bus is fully liveried and is supported by Lincs Fire & Rescue along with many other partners.

“

The help I needed to get online was explained in a way I understand and I now feel much safer using my phone and tablet. I am so grateful to Age UK Lindsey for their support

”



Projects

Safe and Warm at Home



135
Home Energy
Checks
Completed



2600
Winter
Warmth Packs
Delivered

With support from our partners, we were able to deliver an increase in Home Energy Checks across the area. The aim is to reduce utility bills, by offering and installing minor energy saving devices such as radiator foils, low energy light bulbs and night lights, as well as basic advice on other measures to keep safe and warm during the winter months.

Our partners, including Age UK, National Grid, East Lindsey District Council, Viking Link, Polypipe, West Lindsey District Council and North

“

I really appreciate the help that your Fraud and Scams Officer has given me to make me feel safe when I go online and she is actually the only person who has explained it to me in a way that I understand, which has made a real difference to me because I feel much safer and can now send emails - I have even texted on my phone too! I am incredibly grateful to Age UK Lindsey - thank you.

”

Lincolnshire Council all continued to support us with one of the most vital projects we deliver. We are extremely grateful for their support which enabled us to significantly increase the number of Winter Warmth Packs delivered to our most vulnerable clients across the area. These packs included a blanket, gloves, flask, hat, scarf, socks, night light, soup and other nonperishable items to support those struggling during the cold winter months.



Scams Awareness



19
Group
awareness
sessions
delivered



327
Number
of people
attending the
sessions



69
Number
of clients
receiving one-
to-one support

Our Scams project is delivered across North Lincolnshire and West Lindsey and there has been a vast increase in the number of group and one to one sessions delivered. Group sessions are held at a number of different venues, such as the Women's Institute, Salvation Army, Ashby Community Hub, local village halls and churches. The team maintain good contact with Action Fraud, Friends Against Scams, Humberside Police and other organisations in the battle to prevent our vulnerable clients becoming victims of scams or fraud.

Referrals for scams support have come from family and friends, clients themselves who are worried, but who have not necessarily been a victim and social prescribers. Clients contacting our THRIVE team were asked how they felt about their risk of scams and fraud, and this was followed up with further information and/or referrals to the team where requested.

During the scams advice sessions, clients were also supported through any benefit queries, how to make applications for benefits, and any other referrals that were appropriate, such as Cruse Bereavement Support and other voluntary groups, local authority services, as well as support through other services in our charity.

Age UK LSL Partnership



118
Number
of clients
supported



3533
Number of
hours
delivered

Our partnership with Age UK Lincoln and South Lincolnshire is continuing to flourish and develop. Through this partnership we offer Deep Cleaning Services, Lifestyle Support and Help in the Home in the areas of East Lindsey and West Lindsey. These new services were developed in response to the growing needs of our clients and are proving to be increasingly popular.





Fundraising

We have expanded our fundraising and events programme over the last year, with a new Christmas Fete in Horncastle. We also took our Infobus to some of our region's country shows – raising additional funds, alongside increasing our profile within the local community. We have started to run larger, more profitable raffles with the support of local businesses and supporters. Additionally our charity shops are now undertaking a larger range of innovative and income generating fundraising initiatives instore.

We have only been able to increase the number of events we run with the invaluable support of local businesses, forming some new sustainable



£605,253
Received In Donations,
Legacies And Grants

partnerships. These partnerships have also allowed us to develop some new initiatives and support some of our service delivery.

Our charity has now joined all three regional community lotteries, generating funds monthly, and for the first time we produced an Age UK Lindsey Christmas card, sold from our shops which raised a substantial sum.

Our new suite of activities allowed us to increase our fundraising income from the last financial year.

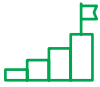
“ Age UK Lindsey is a small independent charity, committed to promoting and improving the wellbeing of older people living in East Lindsey, West Lindsey and North Lincolnshire. With your help, we can continue to provide vital support and services in your community.

Andy Storer, Chief Executive Officer at Age UK Lindsey





Charity Shops



£679,937.91

Total Turnover

8% increase on previous year



112,270

Number of Customers

8% increase on previous year



£6,721.49

Fundraising through Shops

433% increase on previous year

The 2023-24 financial year saw the opening of a new shop in Caistor, along with further upgrades to our till software, including the introduction of electronic Gift Aid in Louth and Horncastle and new broadband/telephone lines in Woodhall Spa and Caistor. Regular Managers meetings and further training has equipped shop staff with the knowledge required to increase turnover and new systems have improved infrastructure and communication.

Managers have also worked together, sharing ideas to increase our fundraising efforts across the shop network, which has improved income and provided some great entertainment for staff and customers alike! We sold our own Age UK Lindsey Christmas Cards, which proved to be a good fundraising initiative for the charity.

Our Market Rasen Shop closed permanently due to ongoing essential maintenance issues and a set of complex circumstances, which unfortunately made it impossible for us to remain open. However, we were proud to announce the opening of a new shop in Caistor ensuring a continued presence in the West Lindsey area.

Volunteer support increased hugely this year, helping staff with workloads, and allowing occasional late night and Sunday openings to support local events.

We also launched a formal dress hire service at our Tattershall shop and again supported events such as the popular Woodhall Spa 1940's event and the Age UK Lindsey Christmas Fair.



“ I very much enjoy my visits to your shop - there are always so many beautiful items to choose from. I also enjoy chatting to the people who work there because they always make me feel very welcome. ”



Volunteering



16,624

Hours of Volunteering
equating to **£173,216**
Annual Economic Value



193

Total number of
Volunteers



92

New Volunteers
Recruited

Volunteers continue to play a hugely significant role in the success of Age UK Lindsey and are at the heart of everything we do.

The ongoing commitment of our dedicated team of volunteers has been key to delivering our established services and the running of our shops, as well as providing support for our fundraising events throughout the year. A further addition has been newly created volunteer roles to assist our team at our Social Activity and Friendship Groups.

We have welcomed several new 'micro volunteers' who give their time to help at events and support our seasonal projects, many of whom are employees of organisations who support Age UK Lindsey and students from

Horncastle Grammar School, with whom we work in partnership. Our shops have also benefitted by the charity now including recruitment of young volunteers as part of the team.

National Volunteers Week and the annual Awards ceremony gives us the opportunity to meet a number of our volunteers to thank them in person for the work they do and the impact they have on individual clients and the local community.

It is important that we continue to recognise the huge contribution of all our volunteers and the part that they play in supporting our local communities and our charity.

“ After retiring I felt lonely and decided that I needed to get out and do something good for my local community. Volunteering has enabled me to make new friends, and it is a nice feeling to know that I have been helpful to someone – it also helps me to feel good about myself and has put a spring back in my step. ”





Our Financial Position 2023 / 2024

Income



■	Donations & Legacies	£605,253
■	Other Trading Activities including Shops	£713,183
■	Investment Income	£1,449
	TOTAL	£1,319,885

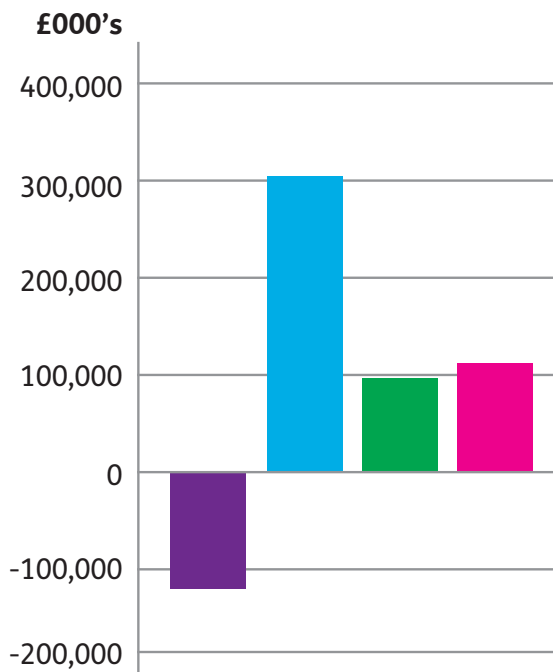
Expenditure







■	Fundraising & Trading Expenses	£908,561
■	Charitable Activities	£467,386
	TOTAL	£1,375,947

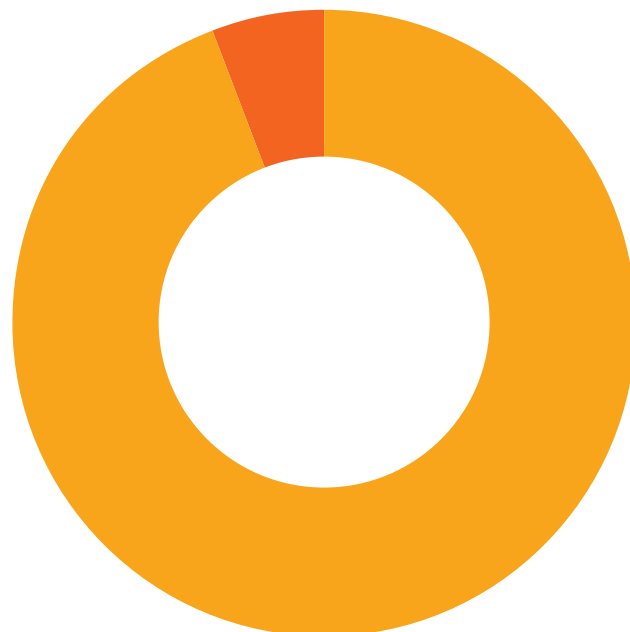
Full Accounts available on our website: www.ageuk.org.uk/lindsey

Net Assets



	Creditors	£-123,062
	Tangible Fixed Assets	£301,294
	Debtors	£95,038
	Cash at Bank	£111,361
	TOTAL	£384,631

Charity Funds



	Unrestricted	£362,581
	Restricted	£22,050
	TOTAL	£384,631



Kindly supported by:

Age UK
Age UK Lincoln & South Lincolnshire
Age UK Kent Rivers
Batemans Brewery
Dexter & Sharpe Chartered Certified Accountants
East Coast Community Funding
East Lindsey District Council
F H Manning Financial Services
Henry Smith
Horncastle Garden Centre
Horncastle Town Council
Humberside Police and Crime Commissioner
J & A International
Key Fund
Laurels Service Station, Horncastle
Lincolnshire Co-op
Magna Vitae
Montobello Ristorante
National Grid
Nationwide
NHS Lincolnshire Integrated Care Board
North Lincolnshire Council
Polypipe Civils Limited
re:new gym, Woodhall Spa
Robert Bell & Company
Shine Lincolnshire
Stourton Estates
Tesco Community Grants
Theddlethorpe GDF Community Partnership
The National Lottery Community Fund
The National Lottery Cost of Living Fund
The Petwood Hotel, Woodhall Spa
Viking Link
West Lindsey District Council
Wilkin Chapman Solicitors
The Wright Family

Special thanks to any other partners who have kindly supported our charity and all those who donated to our charity online, through fundraising events and activities, or on behalf of their loved ones.

SEE **LINDSEY** THINK **LOCAL**

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