



Age UK Lindsey is an independent local charity, working to promote and improve the well-being of older people in East Lindsey, West Lindsey and North Lincolnshire.



**Annual Report  
2019 // 2020**

## Contents

- 1 Executive Summary
- 2 About Age UK Lindsey
- 3 A Word From Our Chair
- 4 Our Focus for 2019 // 2020
- 6 Befriending
- 7 Community Activities
- 8 Volunteering
- 9 Fundraising & Events
- 10 Information & Advice
- 11 Community Transport
- 12 Independence at Home
- 13 Shops
- 14 Finance

**“ I now feel much more confident and outgoing, and have had an extremely positive experience through the befriending support that I was offered.**

## Executive Summary

Over the past twelve months Age UK Lindsey has seen many highlights and faced many challenges. When we launched our three-year strategic plan in October 2019, we could not have foreseen that less than six months later, we would be facing a global pandemic and having to make decisions about the future of our charity.

During the year we had the excitement of being the Market Rasen Racecourse Charity of the Year. We also achieved fantastic results in delivering the E.ON Warm Homes Programme to 100s of older people, and once again our Information and Advice team outperformed many larger brand partners, by securing more than £4million of previously-unclaimed benefits for older people across our area.

As we came into March 2020, the world changed. Overnight we had to shut all of our shops and cease our home support services. This was devastating for the charity and some very difficult decisions followed. Despite the challenges, staff and volunteers continued to do their best,

supporting older people through difficult times. The team has worked with energy and compassion throughout the year, and it is important that we do not forget the massive contribution they have made, especially in light of recent redundancies. I personally want to thank them all for their hard work and dedication, and thank everyone still involved with the charity; including our trustees, the executive and wider management teams and all staff and volunteers working across East Lindsey, West Lindsey and North Lincolnshire. Your commitment to our charity and the people we serve is, as always, remarkable.

Finally, I would like to acknowledge our President, Peter Wright OBE JP, who passed away peacefully at home on the 14th February 2020, aged 90. Peter was a great man and instrumental in the development of our charity. He will be very much missed.

**Andrew Storer**  
CEO, Age UK Lindsey

## About Age UK Lindsey

Age UK Lindsey is a **local, independent charity** based in Horncastle, Lincolnshire; providing services to older people across the council districts of East Lindsey, West Lindsey and North Lincolnshire. We are a brand partner of the national Age UK charity, but all funds raised by us stay in our area and make a tangible difference to the lives of older people in our community.

Throughout our history, we have developed a deep understanding of the issues and challenges faced by older people. Our services have evolved to address need and demand, and we are dedicated to supporting all older people to overcome the difficulties that they may be facing.

### Our Mission

To promote and improve the well-being of older people and help to make later life a fulfilling and enjoyable experience by addressing the issues of poverty, isolation and loneliness.

## Our Social Objectives

- To support older people to live independently and safely in their own homes 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 well-being by supporting older people to be socially active and connected.
- To develop a range of interventions and services that can help older people to cope with challenging times.
- To work closely with older people to ensure that they can participate and be involved in their local community and influence the future direction of our charity.

## 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.

Age UK Lindsey has been facing one of the most difficult periods in its history and I could have never imagined when I became Chair in November 2019, that we would end March 2020 in the grip of a pandemic, with the charity facing a fight for survival.

During the last year we have continued to help many older people across our area, making this a year of considerable achievement, despite the significant challenges we have faced. One of the most important ways we help is through the impartial and expert information and advice we provide. I have been very proud as Chair to see how we have performed and continue to perform, helping older people find out about the benefits which they are entitled to.

One of the other things I've also found most pleasing over the last 12 months is the spirit of 'togetherness' and collaboration between the Board and the staff and volunteers, and this will become increasingly significant over the next period for our charity.

## A Word From Our Chair

I would like to record my thanks to staff and volunteers (past and present) for their incredible efforts in serving our charity and I would also like to thank our local partners such as TED (Talk Eat Drink), Lincolnshire Community Foundation and many others for their support.

I would also like to officially welcome new members of the Board, and thank my fellow Trustees and the Executive Team who, like me, are totally committed to making sure that we get through these difficult times and go from strength to strength.

### Claire Parker

Chair, Age UK Lindsey

Older people in the Scunthorpe area were able to access vital services and social activities via our Community Transport Service.

Through the provision of a range of services, our Independence at Home team made a tangible difference to the lives of many older people in our area, ensuring that they were able to remain living independently for longer.

Our Befriending Service continued to work towards reducing loneliness and social isolation in older people through friendship groups, home visits and referrals to telephone support.

**2019 // 2020  
-In Focus-**



By providing activities in the community, we ensured that older people had access to a range of age-appropriate opportunities to meet new people and make new friends.

Fundraising and events played a key part in connecting with our clients and local communities, enabling us to increase donations, celebrate our achievements and give something back.

Age UK Lindsey's core charitable service provided vital information and advice on a range of age-related topics, through free-to-access telephone support, community drop-ins and home visits.

Our volunteers remained at the heart of Age UK Lindsey. Without them, we could not have provided the support that our clients needed and deserved.

Our shops continued to be integral to our charity and local communities by raising funds to support our services. They enabled employment and volunteering opportunities whilst providing a portal for the delivery of information about our services, campaigns and activities.



## Befriending

more than  
**3800**  
HOURS OF  
BEFRIENDING  
**VISITS**  
to 110 clients

**146** BEFRIENDING  
assessments

**27** referrals  
to the Age UK  
national  
**Call In Time**  
telephone befriending service

BEFRIENDING  
volunteers **45**

Friendship Groups in Louth and Market Rasen proved a popular destination for older people to make new friends, enjoy delicious tea and cake, and access information about our services.

In North Lincolnshire, a new project launched, supporting over 50s experiencing recent bereavement. Working with Citizens Advice North Lincolnshire and the District Council, we provided befriending support as part of a wider service, aiming to prevent social isolation following the death of a loved one.



## Community Activities

Working closely with local pubs, and with support from TED in East Lindsey, we were able to increase the number of lunch clubs available, and deliver the service across a wider area. With a total of seven clubs, more older people have been able to join us for reasonably priced, delicious lunches, find out more about the services we offer and how to access them, participate in raffles and make new friends, all in a social setting. The new lunch clubs have helped to connect more people within communities that we hadn't previously reached.



Following the retirement of a number of our volunteers, we teamed up with St. Lawrence School to ensure the continued success of our popular weekly coffee mornings in Horncastle.

In Scunthorpe, our twice-weekly Computer Club supported older people in the area to gain confidence and learn new skills.

## Volunteering

Our volunteers provide support across the charity and therefore are at the heart of everything we do. Their skills, time and dedication enable the continued running of our shops and services. Raising funds, answering the phone, serving lunches, befriending or supporting events and activities, our volunteers are uniquely versatile and willing to get involved.

This year, their support at the Market Rasen Races proved invaluable, collecting donations and engaging with racegoers in the worst of the British weather!

**29,515**  
- HOURS OF -  
**VOLUNTEERING**  
EQUATING TO  
**£242,318.20**  
ANNUAL ECONOMIC VALUE

To better improve the volunteer recruitment process, we introduced taster sessions, which became popular with both existing shop staff and potential volunteers interested in joining the team.



## Fundraising & Events

As the Market Rasen Racecourse Charity of the Year, we focused our fundraising efforts on collecting donations at fixtures throughout the season. The generosity of racegoers and sponsors helped us to raise more than £7800.

We were also lucky enough to receive donations from the Hundleby Social Group, Middle Rasen Lunch Club, Brigg Freemasons and The Masonic Charitable Foundation. And as always, our lunch club raffles and Christmas card sales proved popular with our clients and supporters.

As a charity, we hosted three Great Get Together afternoon teas as part of the Jo Cox Foundation campaign. We also proudly joined community events across the area, organised specifically for the benefit of older people.



## Information & Advice

**CLIENT CONTACTS** **13220**

Providing free, impartial and confidential advice is at the core of our charitable work.

**TELEPHONE ENQUIRIES** **10,181**

Throughout the year, our Information and Advice Team supported a diverse range of clients through home visits, outreach sessions and telephone calls, ensuring that older people across our area received the help they needed in a format suited to their circumstances.

**HOME VISIT APPOINTMENTS** **1569**

**4081**

CLAIMS SUPPORTED

EQUATING TO **£4,432,820**

SECURED FOR CLIENTS IN UNCLAIMED BENEFITS

Additional help for those experiencing major life changes was delivered through the Later Life Goals project (supported by the Masonic Charitable Foundation) and those at risk of fuel poverty were helped to access government benefits through the E.ON Home Energy Benefits Scheme.

We are proud to have joined Friends Against Scams, confirming our commitment to protecting older people against rogue traders, cybercrime and targeted scams.



## Community Transport

Our Community Transport Service in North Lincolnshire continued to provide vital support to isolated residents in the Scunthorpe area. Largely staffed by volunteers, we helped more than 200 older people per month, plus individuals from five support groups and three care homes, to gain access to social activities, healthcare appointments, lunch clubs and shopping trips.

**143**

REGULAR MONTHLY  
- JOURNEYS -

TOTAL DISTANCE  
**35,920 MILES**

Our community minibuses ensured that older people in the Scunthorpe area had access to affordable transport, helping to improve their well-being and reducing the risk of social isolation.

## Independence at Home

**30,392**  
HOURS OF SERVICE  
**DELIVERED**  
TO **387** CLIENTS

Throughout the year, our Independence at Home team provided a much-appreciated, reliable and trustworthy service to nearly 400 clients across the area. The provision of cleaning, gardening and handy help support ensured that more older people were able to continue living safely and independently in their own homes.

**1083** HOURS GARDENING &  
HANDY HELP  
.....  
AVERAGE NUMBER OF  
SUPPORT WORKERS **81**

With 100% of customers stating that they would recommend us, our Foot Care Service proved to be of great benefit to our clients in Scunthorpe.

**200** HOURS/  
MONTH  
OF PALLIATIVE  
CARE SUPPORT

Across the wider area, we were able to support 188 households at risk of fuel poverty through the E.ON Winter Warmth project, providing free assessments and energy-saving equipment.

**HOUSEHOLDS**  
BENEFITING FROM **188**  
**HOME ENERGY CHECKS**



## Shops

Once again, the income from our shops proved to be pivotal in supporting the charity and its work. An increase in the quantity of donations received in Woodhall Spa prompted the opening of a second shop in the village. During the 1940s Festival, the two shops raised over £7,500 in one week; our most successful on record.

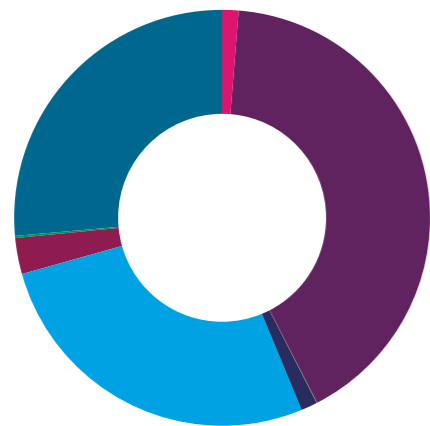
**- MORE THAN -**  
**£650k**  
TOTAL TURNOVER  
•  
**£146,000**  
FROM GIFT AID  
**DONATIONS**

Local evening and weekend events across the region, including Christmas and vintage markets, enabled us to open our shops outside of the usual trading hours, resulting in increased sales and better awareness of the charity. Brigg shop performed best off all in securing Gift Aid donations, and our new Mobile Sales Assistant provided vital cover during staff absences.



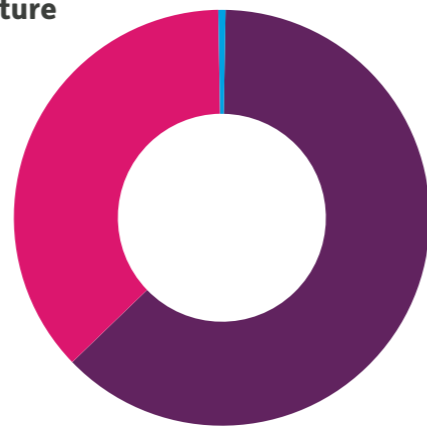
## Our Financial Position 2019 // 2020

### Income



Donations & Legacies	£416,795
Community Engagement	£2,761
Lifestyle Centre	£44,710
Home Support Scheme	£424,789
Lunch Clubs	£20,179
Investments	£427
Shops	£650,876
Fundraising Events	£19,505
<b>Total</b>	<b>£1,580,042</b>

### Expenditure



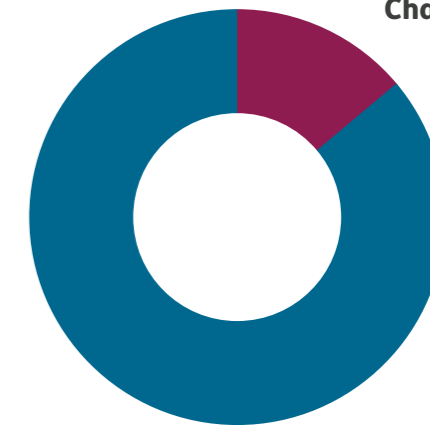
Fundraising Trading Expenses	£605,257
Raising Voluntary Income	£5,214
Charitable Activities	£1,013,710
<b>Total</b>	<b>£1,624,181</b>

### Net Assets



Creditors*	-£112,375
Tangible Fixed Assets	£364,672
Investments	£1
Debtors	£122,565
Cash at bank and in hand	£162,269
<b>Total Net Assets</b>	<b>£537,132</b>

### Charity funds



Unrestricted Funds	£461,790
Restricted Funds	£75,342
<b>Total Funds</b>	<b>£537,132</b>

Full accounts available at [www.ageuk.org.uk/lindsey/about-us/annual-report/](http://www.ageuk.org.uk/lindsey/about-us/annual-report/)

\*Sum includes amounts falling due within one year and amounts falling due after more than one year



## Kindly Supported By:

Age UK  
Brigg Freemasons  
Citizens Advice North Lincolnshire  
Community Lincs  
Department for Transport  
East Lindsey District Council  
East Midlands Community Led Housing  
E.ON  
Hundleby Social Group  
innocent  
Lincolnshire Community Foundation  
Louth & District Hospice Ltd  
Market Rasen Racecourse  
Middle Rasen Lunch Club  
Mr & Mrs Mike Syrett

North Lincolnshire Community Safety Partnership  
North Lincolnshire District Council  
SCS Technology Solutions  
Solon Security Ltd.  
St. Lawrence School  
Streets Chartered Accountants  
TED in East Lindsey  
The Henry Smith Charity  
The Kinema in the Woods  
The Masonic Charitable Foundation  
The National Lottery Community Fund  
The Tribune Trust  
West Lindsey District Council  
Wilkin Chapman LLP



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Registered charity number 1079691  
Company number 3917990  
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