

Annual Report 2023 - 2024 Anniversary Edition



Celebrating 50 years of Age UK Salford

Age Concern Salford was founded in 1973 (becoming Age UK Salford in 2012) and during this year we have celebrated our 50th Anniversary.

There have been a host of celebrations involving staff, service users, trustees, volunteers and local partner organisations.

We designed a limited edition logo, unveiled a special anniversary window mural in the office at Eccles and produced a video to showcase our work. Thank you to Graphic Designer, Charlie Snowdon and Yellow Jigsaw for supporting these projects.

Maureen Jolley, Chair of the Board of Trustees said on the occasion: “we wanted to take the opportunity of this special anniversary to shine a light on the work the charity does supporting and helping older people in Salford and all it has achieved in over 50 years.”

Dave Haynes, Age UK Salford Chief Executive said: “we are delighted to be celebrating 50 years of working with older people in Salford and this is all the more important when we are working in a challenging financial climate and we want to reinforce the message with older people in Salford, that we are here when you need us.”



Age UK Salford staff, trustees and local Councillor, Mike McCusker pictured.

L-R: Jane Bevan, Dave Haynes, Maureen Jolley, Mike McCusker, Emma Rose, Carmel Berke, Kirsty Day, Parvina Begum.

Celebrating 50 years of Age UK Salford

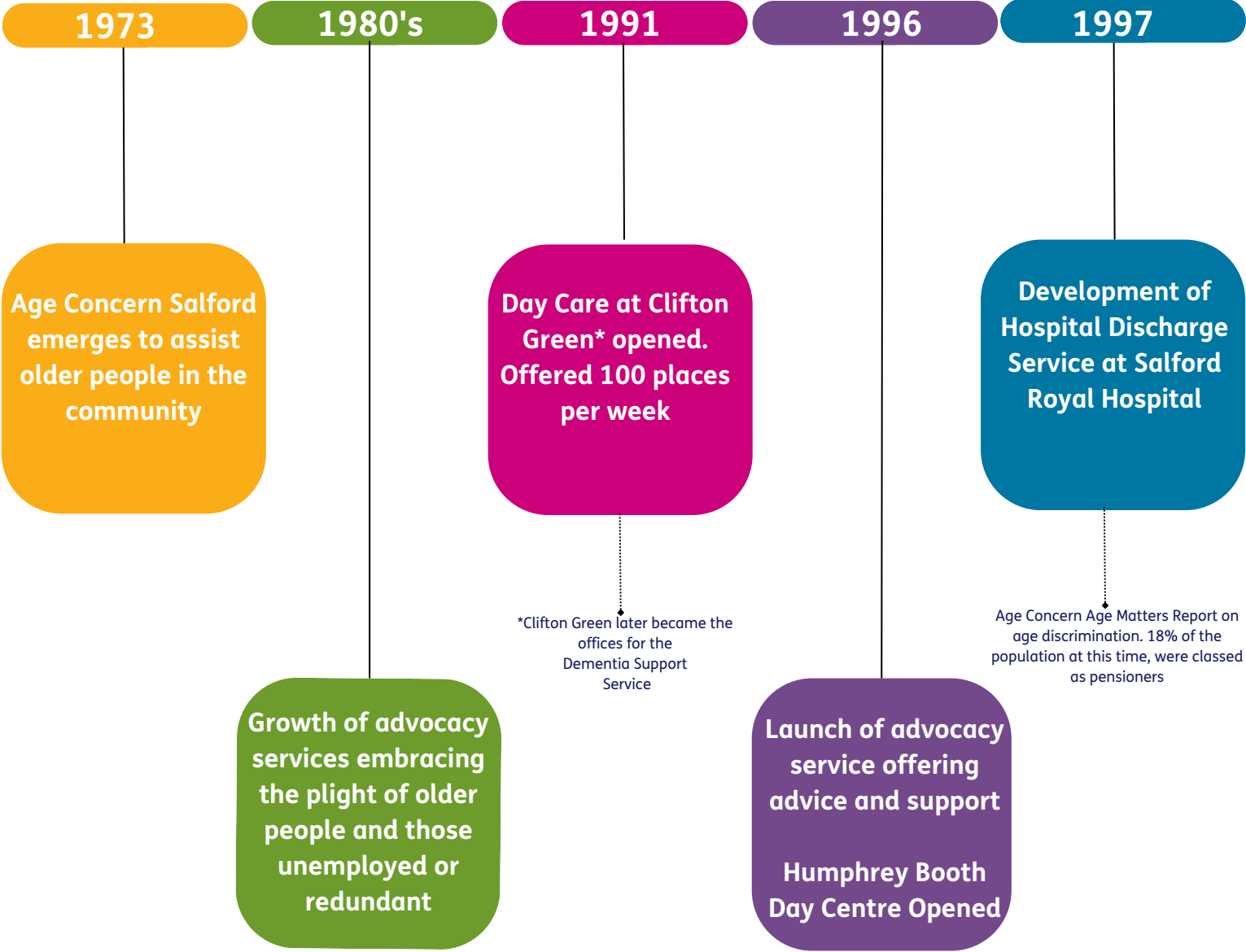
Our celebrations have included parties at Critchley Community Hub, Humphrey Booth Day Centre and the Dementia Cafe and Buddy Club. Home Services (cleaning & shopping) clients received a goodie bag. We attended two massive local events - We Invented the Weekend at Media City and the Pink Picnic held in Peel Park.

There have been several fundraising initiatives - thanks to those who have kindly given their time to help raise funds for us.



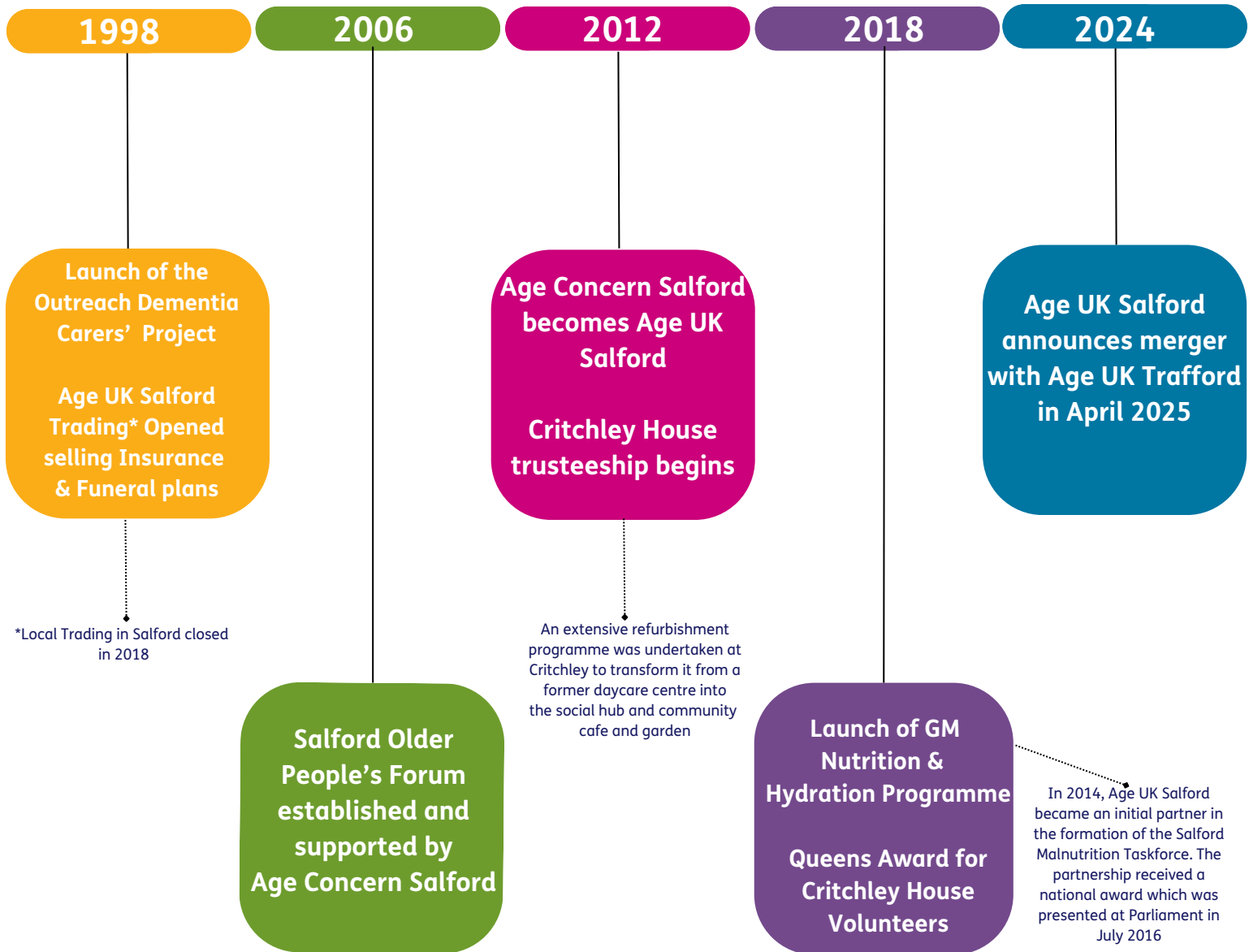
Age UK Salford

A succession of measures during the 1970's were designed to assist older and disabled people to remain in the community and Age Concern Salford emerged at this time in 1973.



Notable Dates

Nationally, in 2010 Age Concern and Help the Aged merged and became Age UK. The Equality Act 2010 was also introduced to legally protect people from discrimination in the workplace, including family caregivers.



Age Well in Salford



Age Friendly Salford

Leading on voice and influence in the community valuing and respecting the contribution of older people.



Day Care Humphrey Booth Day Centre

Over 100 daycare places per week.
Sunday Lunch events + 30 attendees.



Nutrition & Hydration

7th year of the programme.
1,410 conversations about eating & drinking well in later life and 150 people supported.



Dementia Support Service

154 new referrals.
413 people living with dementia and 434 family carers supported.



Empowered Conversations Approach

80 family caregivers supported with Empowered Carers sessions and 265 people living with dementia.



Home Services

2,588 cleaning and shopping hours provided.



Hospital Discharge, Aftercare & Reablement

400 referrals from those aged 55+ discharged from hospital and contacts with 3000 + people.



Critchley Community Hub

300 + visitors per week.
7 social & learning groups.
New quilting group this year.



Age Well in the Community

Coffee and company hubs set up across the city enabling Salford residents 60+ to become better connected to people and places and to be less isolated.

Thank you to our staff, volunteers, trustees, funders, local partners, donors and campaigners.

Contact us: 0161 788 7300

www.ageuksalford.org.uk

agewell@ageuksalford.org.uk

Find us on: Facebook, Twitter and YouTube

Age Well in Salford - What people have said

The Age Well Hospital Aftercare and Reablement service supports people for up to 6 weeks either to prevent hospital admissions or to help them get back on their feet following a hospital stay.

“Once they knew what I needed. I was put in touch with services that have provided me aids, advice, short term meals. Such a service has never existed for me before. A cheery visitor is very welcome when you live alone.”

Age UK Salford runs a weekly Dementia friendly Walking Sports group alongside Foundation 92. The participants enjoy a range of sporting activities and keeping active in a social environment.

“It's great to be back today as I genuinely miss these sessions when I'm not here. My friends tell me what has happened when I'm not in and they all love it. I loved it today.”

Empowered Conversations deliver dementia specific therapeutic sessions, communication training courses, a bereavement group, regular webinars and carers voice group for families and professionals.

“Realising that communication doesn't always include words and being able to acquire the skills to care in this situation is so important. A 'must do' course for Carers.”

Maureen Jolley, Chair of the Board of Trustees

I had the great privilege of becoming Age UK Salford's Chair in November 2023.



It is our 50th anniversary of providing services to the older people of Salford and we have been celebrating their achievements and continuing to challenge perceptions of later life.

The current economic climate continues to be challenging, we have had to monitor services closely whilst maintaining our high standards of service delivery. This would not be possible without the valued contributions of our staff, volunteers and partners. We would particularly like to acknowledge the continued support of The Booths Charities who helped us to purchase a minibus which has increased access to our services for people who would otherwise find this difficult. We are very appreciative of their continued support.

We continue to look for new opportunities where we can promote and celebrate the achievements of older people and in April 2025 we will complete a merger with colleagues in Trafford and become Age UK Salford and Trafford.

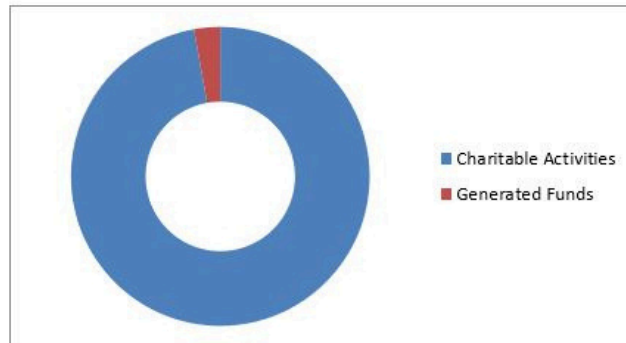
Our organisation remains financially healthy and robust. We hope that Health and Social Care will be a priority for the new government, as third sector organisations such as ours contribute so much. Once again, I would like to extend my thanks and gratitude to all our staff, volunteers, my fellow trustees and donors for helping our organisation support older people to make the very best of their later life.

Finance

2023/2024

Income:

Charitable Activities	1,687,558
Generated Funds	49,098
Total Income	1,736,656



Expenditure:

Ageing Well	449,401
Winter Pressure	13,983
Walking Football	6,862
Empowered Conversations/Carers	149,284
Others	1,117,443
Total Expenditure	1,736,973

