

Annual Review

2023–2024



Loving Later Life
in Sunderland
for over 70 years!

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Introduction from the Chair and CEO

This review demonstrates how Age UK Sunderland (AUKS) has supported older people in the City throughout 2023/24 focussing on how we sustained and developed our service provision to meet emerging identified needs.

In addition to telling AUKS's story in data, the report looks at how we have furthered our Charity's fundamental purpose of promoting the wellbeing of older people across Sunderland by delivering a diverse range of high-quality services to some of the most vulnerable older people across the City.

Our Mission is:

To promote the wellbeing of all older people throughout the City of Sunderland, improve their quality of life and help them maintain independence.

As we moved into our 73rd year, AUKS has continued to remain dedicated to the delivery of a wide range of support services for the older people of Sunderland. Despite increasing financial constraints, we provided much needed support during 2023/24, achieving over **41,704 contacts** with older people.

AUKS has sustained delivery and secured funding to develop many critical support services.

Our 2022-2025 organisational strategy demonstrates that we pledge to ensure that we continue to provide our ambitions in the years to come.

The organisation has remained dedicated to the needs of older people to ensure ongoing support for older people when they need us most.

Through the work of AUKS, older people are better able to:

- improve or maintain their independence for longer
- feel less socially isolated and lonely
- improve or maintain their health and wellbeing
- make informed choices
- feel safe and more secure
- enjoy a better later life

AUKS is driven by its quality standards and currently holds ISO 9001:2015, Age UK

Charity Quality Standards (CQS) and the AUK Information & Advice Quality Programme (IAQP). We are also accredited with CHAS and hold a certificate in Safety, Health, Environment & Fire (SHEF).

As the Chair and CEO of such a vibrant organisation, we are delighted and proud to be part of such a great team of staff and volunteers who have gone above and beyond to ensure older people were supported during 2023/24.

We would also like to thank everyone including our many partners across the city for their continued support in improving the lives of older people in Sunderland.



A handwritten signature in black ink that reads "Graeme Miller".

Graeme Miller
Chair of
AUKS



A handwritten signature in black ink that reads "Tracy Collins".

Tracy Collins
CEO of
AUKS



Our Board & Other Offices

President	The Right Worshipful the Mayor of the City of Sunderland	
Patrons	Professor Peter Michael Fidler CBE, DL, MSc, RTPI and Sir Thomas Allen, CBE	
Chairman	Mr Graeme Miller	
Vice-Chair	Mr Roy McLachlan	
Hon. Treasurer	Currently Vacant	
The Board	Mrs Carol Harries	Trustee
	Mrs Ann Lawson-McLean	Washington Representative
	Mr Matthew Jackson	Trustee
	Ms Fiona Miller	Trustee
	Kath Robinson	Trustee
	Anthony McDermott	Trustee
	Mrs Nicola Thomson	Trustee
	Mr Colin McCartney	Trustee
Chief Executive Officer	Ms Tracy Collins	
Company Secretary	Ms Tracy Collins	
Solicitor	McKenzie Bell	
Auditors	Read Milburn	
Head Office	Bradbury Centre, Stockton Road, Sunderland, SR2 7AQ Tel: 0191 5141131 Fax: 0191 5670378 Email: enquiries@ageuksunderland.org.uk Website: www.ageuksunderland.org.uk	
Registered Charity No.	1086995	
Registered Company No.	4199449	
Area Offices	Essence Centre The Sir Thomas Allen Centre Mill Hill Road Doxford Park Sunderland, SR3 2ND Tel: 0191 522 1310 Email: essenceservice@ageuksunderland.org.uk Coalfields The Metcalfe Centre Lee Terrace, Hetton-le-Hole, DH5 0AQ Tel: 0191 526 9274 Email: metcalfe@ageuksunderland.org.uk	



Front Door Service (FDS) Social Prescribing Programme

Enabling older people to stay independent longer

Funded by Sunderland City Council, AUKS's Front Door social prescribing programme provides preventative low-level tailored support to enable older people to stay independent for longer in their local community.

The FDS offers a single point of contact and extends access to information, early interventions and flexible low-level community-based support to adults who do not require intensive or specialised care or support interventions from statutory services.

Social Prescribing interventions are provided by a team of Front Door Living Well Link Workers who are supported by the wider FDS infrastructure. The team work directly with the older person as an interface supporting the referral process in to health, housing, social care and voluntary/ community services.

The wider FDS infrastructure includes AUKS's:

- Advocacy Service
- Information and Advice Service (income maximisation)
- Transport
- Community Support Clubs
- Keeping in Touch (KIT) Befriending Service
- Dial a Driver Service
- Volunteering Opportunities



“I could never have done this on my own”

“Something so simple has made such a difference to my life”

“What excellent work you do. You certainly live up to your reputation”

The interventions provided by the FDS Living Well Link team have shown significant increases in the wellbeing and confidence of older people and in their interactions within their local community.

71% of clients who accessed the FDS stated they felt lonely either often, always or some of the time.

This reduced to 15% following intervention by the FDS.

Over 50% of clients reported they needed support to establish social interactions and support networks.

“I am so grateful for your help. I don't know what I would have done without it”



During 2023-24

626
new referrals

5,852
total support interventions

717
people supported

FD Advocacy Service

Assisting older people to enable them to find their voice

Funding from the Big Lottery supported AUKS's FD Advocacy Service during 2023/24, which is accessible to everyone 50 and over, and is the only one of its kind for older people in Sunderland.

The service is free of charge and assists people who are experiencing difficulty with resolving issues. The Advocacy Service aims to resolve problems ensuring that the client's voice is heard, achieving a positive impact on older people's health and wellbeing and is the only non-statutory generic advocacy service dedicated to people aged 50+ in Sunderland.

Our professional advocate works with volunteer advocates to liaise with and support the older people of Sunderland through a range of disputes. The advocates provide a selection of options from which the client can determine their chosen pathway.

The Advocacy Service is essential in ensuring that every older person has a voice to obtain the support they need to be able to speak up for themselves.

Often in later years, especially when people are moving through life transitions such as bereavement and health issues, life can often prove to be complex and challenging.

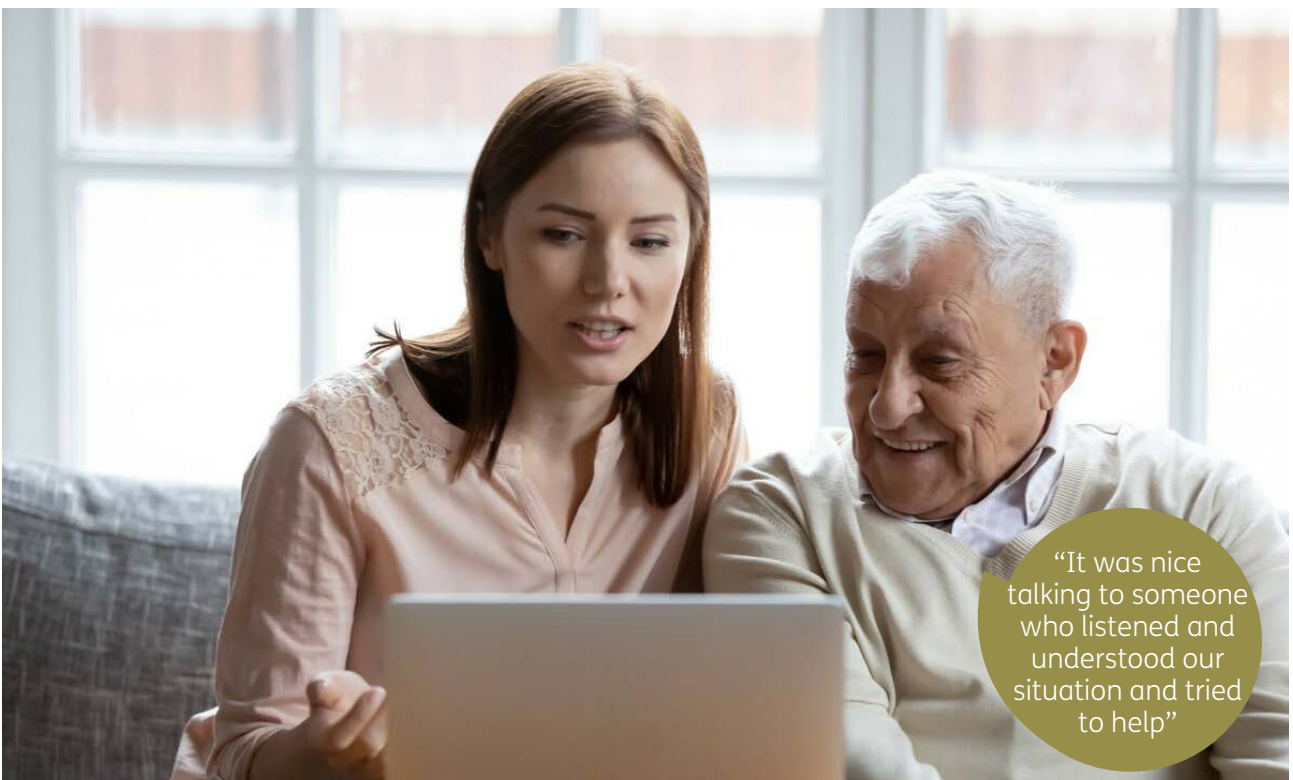
Our advocates also attend community events and hold regular outreach surgeries in the community to enable more people to access the service.

During 2023-24

286
issues resolved

283
people supported

5
volunteers



“It was nice talking to someone who listened and understood our situation and tried to help”

FD Community Support Clubs (CSC)

Reducing loneliness and social isolation

Our CSCs are citywide and bring people together to socialise with friends old and new at the same time offering the opportunity to join in with activities.

Our CSCs and have launched new clubs with special interest groups. These include an art club, a craft club and a walking group.

Working in partnership with EE we have been able to introduce a new drop-in group where older people are able to receive help and support to make the most out of their phones and tablets to become more digitally included.

Peer support groups now take place for the visually impaired and those living with the effects of a stroke.

These clubs provide a vital opportunity to socialise which reduces the impact of loneliness and isolation in older people and there is also a transport offer as part of the support

Through attendance at our CSCs we are able to help older people to:

- lead healthier and happier lives
- tackle loneliness and isolation
- get more active
- stay independent for longer

During 2023-24

248

older people attended CSCs each week

43

volunteers

37

CSCs

“I’ve met some lovely friends who I now talk to even on days when the club isn’t on”



FD Keeping in Touch (KIT) Service

We all know what it's like to feel lonely but did you know that some older people regularly go an entire month without speaking to anyone?

Loneliness is a growing issue for older people. Over half of people aged 75 and over live alone, and 1 in 10 people aged 65 or over say they are always or often felt lonely.

One of the most effective ways of helping to alleviate the feeling of loneliness and social isolation is our KIT service. It is a simple, straightforward way to connect with others.

Information is gathered about a person's previous employment, hobbies, likes and dislikes to ensure KIT volunteers are

matched to older people with things in common. Our volunteers often tell us they get as much reward from delivering the service as the clients do in receiving it.

During this year we have been able to support 371 clients with either a weekly telephone call or a Friendly Face visit from one of our 57 volunteers. Often this call or visit is the only contact a client has with somebody for days on end and clients tell us how much they look forward to hearing from their KIT volunteer.

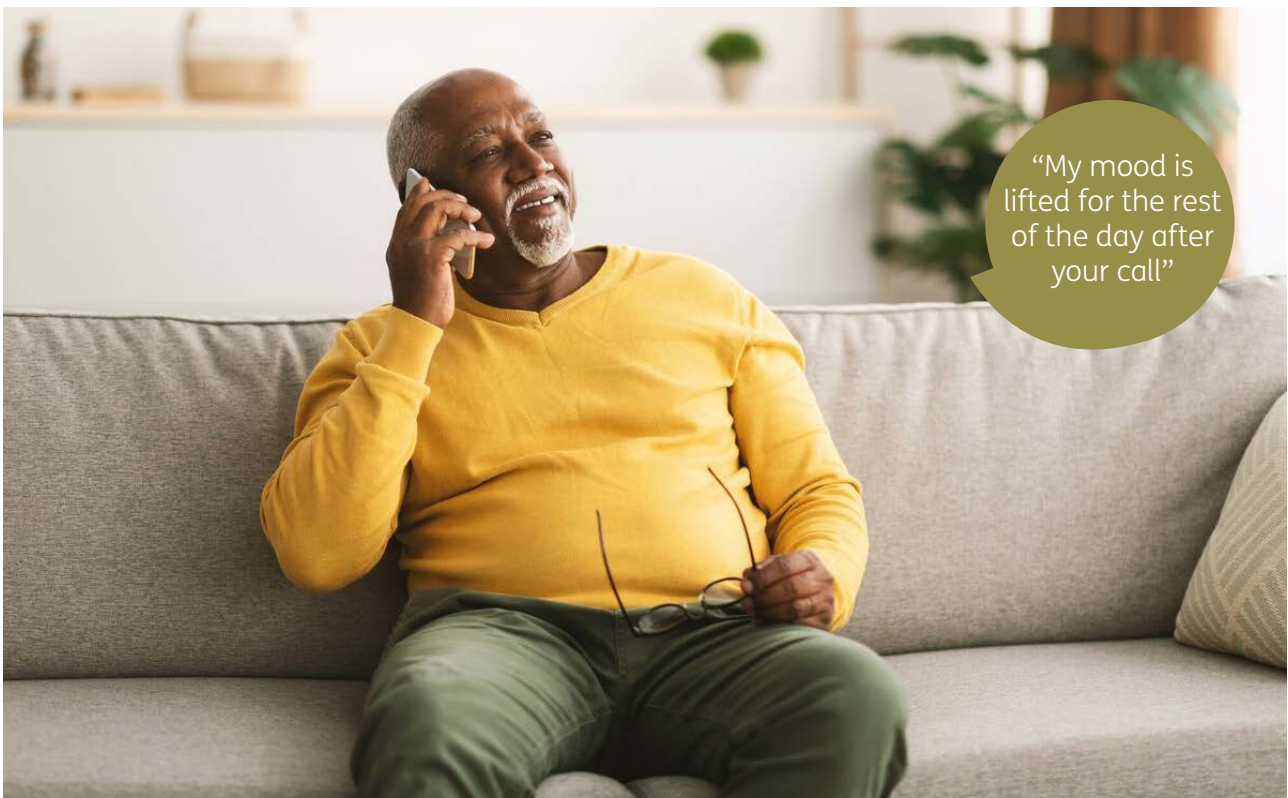
During 2023-24

57
volunteers

6,297
telephone calls

371
clients supported

1,273
friendly face visits



FDS – Dial a Driver

Providing transport to vital appointments in the community

Dial a Driver is a volunteer car transport service providing people aged over 60 in Sunderland with a ride to non-urgent appointments at hospitals, doctors, dentists and podiatrists.

Poor health or lack of mobility can often mean it is difficult for older people to access public transport and they may lack the confidence to do such a journey on their own. Our small team of volunteer drivers use their own cars to provide a door-to-door service, friendly chat and assistance where needed. This can take the stress and worry out of getting to and from an appointment.

While medical appointments are the priority, the service can also be accessed for journeys to day centres, community clubs and some social visits, when the client would otherwise be unable to travel and may become isolated.

The service operates with 9 volunteers who have provided transport for 2681 trips for older people during 2023/24.

During 2023-24

100

older people supported

2,681

journeys made



Community Integrated Teams (CIT) Living Well Links Social Prescribing Programme

Support for local people who need it most

Funded by NHS North East & North Cumbria Integrated Care Board (ICB) the CIT Living Well Link Social Prescribing Service works to support people who:

- are 65 years old or over
- have two or more complex long-term health conditions
- face social challenges as a result of their health and wellbeing

The service is part of Sunderland's CITs which enables older people to access better, more integrated care outside of hospital, thus helping to reduce unnecessary hospital admissions.

The aim of the CIT Living Well Link service is to put older people living in Sunderland in personal control of their health and wellbeing by linking them into community support and assets via social prescribing.

The Living Well Link Service works across all 5 localities to provide a City-wide service working with colleagues in health, social care and the VCS to ensure older people are supported to receive the help they need to live independently.

The team have supported clients, throughout 2023/24 using a triage system to complete initial assessments by telephone or home visits.

The service is a great success and our team ensure that the older people of Sunderland with long-term conditions are supported to have a better quality of life within their communities.

The team act as a first point of contact to support older people in their homes, care

homes and other community settings using a person-centred approach, which includes their families and carers. Non- medical support is provided based on the client goals, ensuring older people receive the right support at the right time



Thanks to my LWL worker, I am now happy in a place I can call home, and know there are people around me.

During 2023-24

1,708

referrals or signposts (including assisted signposting) to other services have been made

1,182

older people have been supported by the Living Well Link Service during 2023/24



I know I have
someone to
call and am not
so alone.

Menopause Project

Supporting women to access services



Age UK Sunderland's Menopause Project aims to raise awareness, increase knowledge and understanding and help improve access to support for people of all ages and backgrounds who are experiencing the impact of menopause.

AUKS's Menopause Project aims to help everyone understand the mental and physical changes that occur during all stages of the menopause and provide supportive tools to help make a difference to the lives of those experiencing symptoms.

To achieve these aims, AUKS's Menopause Project has developed a citywide approach working with local health providers, organisations and workplaces in partnership with Sunderland's 'You Are Not Alone' Menopause Support Project.

During 2023-24

6 Menopause Educator Sessions held across all geographical areas of Sunderland with over 200+ attendances in total

5 Local businesses implemented a Menopause Policy due to partnership working with AUKS Menopause Project

24 Activity sessions were delivered throughout Sunderland

1,000+ Women accessed information relating to Menopause via local events



Hospital Discharge Service (HDS)

Actively reducing the re-admission of older people into hospital

Funded by NHS North East & North Cumbria Integrated Care Board (ICB), AUKS's Hospital Discharge team are based within the Discharge Lounge at Sunderland Royal Hospital (SRH) operating across the City of Sunderland for older people aged 60+. The Hospital Discharge team work closely with staff within the hospital wards and discharge lounge in Sunderland. The HDS focus on preventative support to avoid readmissions back to Hospital.

The team offers a flexible range of advice and support within the home on discharge from hospital. Working with patients over a number of weeks after discharge. The service includes assisting in meal preparation, helping with light, housework, companionship, shopping support and signposting to other support services.

Some clients request ongoing support after the initial HDS intervention and are then referred to other services to support the individual on a longer-term basis.

During 2023/24, this vital support service has remained operational providing crisis food packs to older people requiring emergency support on discharge from hospital, as well as shopping and housework support.

The service continues to build good support systems with other professional services and organisations ensuring older people receive a variety of support interventions.

During 2023-24

2,464

home visits
were made

2,279

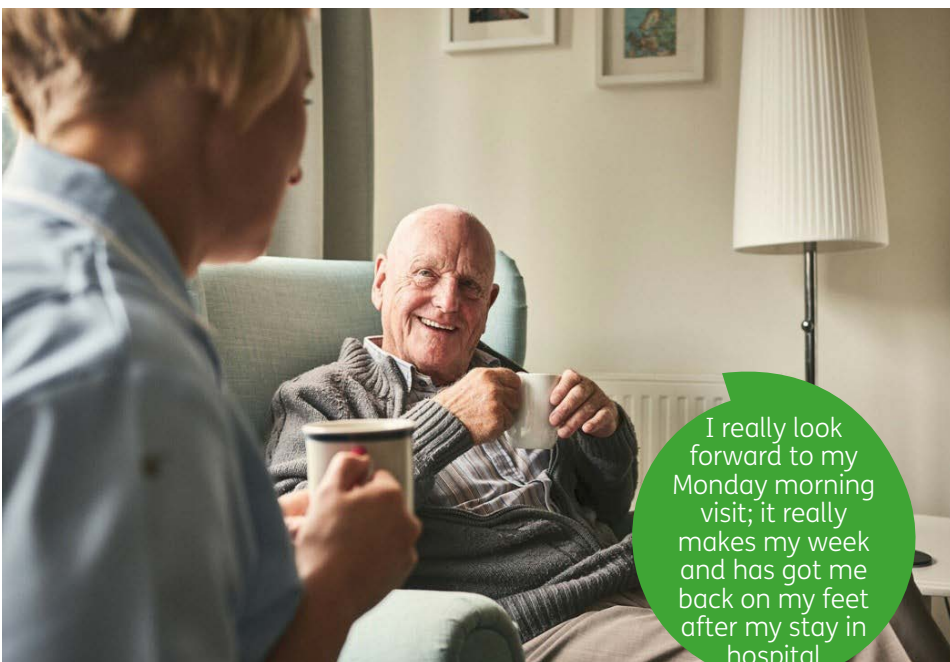
patient contacts
within the Discharge
Lounge and across
Hospital Wards

1,440

older people
supported

287

signposting and
referrals



I really look forward to my Monday morning visit; it really makes my week and has got me back on my feet after my stay in hospital

The Essence Service

Sunderland's Dementia Hub for those in the mild to moderate stages of the condition



AUKS's Essence Service has continued to develop and make a positive impact for people with a mild to moderate diagnosis of dementia and their carers.

Our Essence Service is dedicated to ongoing consultation with those with a mild to moderate dementia diagnosis and their carers to ensure the service is client focused and tailored to individual need.

During 2023/24, in addition to our main Essence Service we also provided a Pre-Diagnostic Dementia Service. Offering people worried about memory issues information and guidance about the

diagnostic process, support to access a dementia assessment and provide emotional support throughout the memory assessment phase.

Our feedback clearly demonstrates that the Essence Service provides a high level of information, advice, activities and listening ear support, which helps people come to terms with and accept a dementia diagnosis in an informed and supportive environment.

We are delighted that the NHS North East & North Cumbria Integrated Care Board (ICB) continue to commission this service to help us carry out our vital work.



““We wouldn’t manage without Essence, you’re all fantastic! We really are grateful for all of you and your support.”

“Thank you so much for helping not just with my mother-in-law, but also my father-in-law. We can’t thank you enough for your brilliant service and support.”

“Without your advice and guidance at the beginning of our trip down this road of dementia, it really would have been like being cast adrift at sea without anyone to save us. You’ve helped to save us!”

A carer brought in some flowers to say thank you to the Essence team, for all the help she has received, she said. “Every time you look at these flowers just remember how lovely and helpful you are!”



The Essence Service highlights the benefits of “keeping the Essence” of those with a dementia diagnosis for longer linking individuals and their carers into mainstream activities and support.

In addition to providing information on dementia, such as behavioural changes and the different types of the condition, a range of other information and advice has been delivered to people with dementia and their carers, including:

- maximising income and accessing benefits
- supporting people to access a dementia diagnosis and guide them through the process
- practical support for carers in their home via Essence Lifestyle service (shopping, housework,)
- information on community and residential care
- wills and power of attorney
- accessing social care assessments
- client centred support plans
- training programmes: dementia awareness training for clients with dementia, their carers and for professionals
- support for carers when their loved ones dementia diagnosis becomes more advanced
- peer group support meetings
- a variety of activities at our Essence Centre and in the community



Essence Service

During 2023-24

1,653
people have accessed the Essence Service in 2023/24

905
of which were new clients in 2023/24

139
people accessed the Essence Pre Diagnostic Dementia Service in 2023/24

10,222
attendances at sessions delivered at the Essence Centre and outreach venues

134
people supported via the Essence Lifestyle service – accumulating 698 hours of support with housework and shopping for carers

Wellbeing Service

A service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress

3.6 million older people in the UK live alone, 1.9 million older people often feeling ignored or invisible with research finding loneliness can be as harmful to our health as smoking 15 cigarettes a day.

Source –Age UK

Funded by NHS North East & North Cumbria Integrated Care Board (ICB), AUKS's Wellbeing Service is a service for people aged 50+ who have a mild to moderate functional mental health condition, such as anxiety, depression or stress.

The aim of the project is to tackle social isolation for older people with low-level mental health issues. The service looks to reduce symptoms of mental ill health to increase wellbeing.

Following referral, ongoing assessments are completed to identify need in terms of social exclusion and mental health issues. The service also acts as a form of signposting and support to promote independence and get older people integrated back into their local community.



During 2023-24

185

Contacts made to support people during 2023/24

Active Friends

Funded by the Community Foundation Kellett Fund this project promoted access to free leisure and learning opportunities for older residents living in sheltered accommodation, or, extra care schemes in the City of Sunderland.



There is no better way to keep old age at bay than keeping your mind and body healthy!

Through the Active Friends project we have provided residents of sheltered housing and extra care schemes with an opportunity to become more mentally and physically active.

The project offered FREE leisure and learning activities to encourage older people to participate, with a view to activities becoming self-sustaining, with help from volunteers.

The aim of the project was to increase social inclusion, reduce loneliness and isolation; and improve mental health and wellbeing by creating a friendly, happy and engaging environment; improve physical health through a variety of stimulating activities for the body and mind.

During 2023-24

198

older people engaged in the project

352

activity sessions

1,967

attendances

8

leisure and learning activities

13

venues engaged

“Coming to these sessions is the only time I get out to meet others, they are important for my wellbeing.”

“I really enjoyed meeting other people and socialising, everyone joining in and getting to know each other.”

“Made me feel a better person using my brain instead of vegetating away.”

Information and Advice Service

Helping people to claim their entitlements

AUKS's Information and Advice (I&A) Service provides a free and confidential service which is a much-needed support to people aged 50 plus across Sunderland. The I&A team provide help with checking client benefit entitlements, offering advice on how to claim and assistance to complete benefit forms.

The I&A team ensures those claiming welfare benefits are receiving the full entitlement they should be receiving as well as signposting and referring clients where appropriate to other services and organisations providing supplementary information about supportive services and community care matters.

To ensure that no older person misses the opportunity to maximise their income the I&A service offers flexible appointments, which can be face-to-face or over the telephone. We can arrange your appointment to take place in our offices, for those with a greater need

and who have restricted mobility we can offer you an appointment to take place in your own home, alternatively we can undertake your appointment over the telephone.

The I&A Service continued throughout the year to maximise client's income through benefit advice, ensuring older people are receiving their full entitlement. These entitlements empower local older people in receipt of low levels of income to maintain their independence and their general health and wellbeing.

Additional financial support helps to considerably reduce stress and the day-to-day concerns caused by the current cost of living crisis.

Benefits gained improve clients' wellbeing enabling them to increase participation in social activities and support, which reduces loneliness and isolation.

"Thank you, for all the hard work and support you have given me to help me renew my PIP claim. I couldn't have done it without you!"



During 2023-24

128

people were supported in making claims

£55,829.19

backdated benefit arrears

£183,021.80

in additional benefits



“Thank you for your help and support in completing the forms for my Attendance Allowance claim. Not only am I now receiving this benefit, I also got money backdated, which is very helpful in these times.”

“Thank you, for helping me to claim the benefits I am entitled to, and for completing the mandatory reconsideration for my Attendance Allowance, it was a successful outcome, I have been awarded the higher rate.”

“We are so grateful to you, for being so dedicated in helping to sort out our benefits. We would never have known that we could receive so much money in backdated payments. We don't know what we would have done without you!”

LIFEStyle Service

Offering support in and out of the home

We have an invaluable team of experienced Older People Support Workers (OPSWs) who provide help and support to older people across the City. This has been crucial over the last year as demand has increased.

Throughout 2023/24, our clients received shopping, housework and companionship support via our Lifestyle Service, which is integral for our clients' health, wellbeing and maintaining their independence.

With increase in demand for the service, we have successfully recruited, inducted and trained new team members in order to expand and develop the service.

This service is self-funded.

During 2023-24

16
older people support workers
were employed

8,592
hours of support were provided

141
individuals were supported
on average per week





Redwood Day Service

Support to reduce social isolation and maintain independence

Our Redwood Day Service provides a fun day out and helps promote independence and wellbeing. The self-funded service offers a high standard of activities and events throughout the year at competitive rates.

The Redwood service provides a tailored 1:1 experience for each individual, including transport to and from the session and an offer of a freshly cooked 2-course meal.

Our Redwood Day Service provides both **respite for carers** and a supported and safe day out for older people who can take care of their own personal care needs.



During 2023-24

67
people were supported

247
sessions were provided

3,203
total attendances were made



Metcalfe Dementia Support Service

Supporting the needs of people with moderate dementia

The Metcalfe Dementia Day Service is a dedicated service for older people living with moderate dementia who live within the boundaries of Sunderland.

Due to COVID 19 the service was suspended during 2020-23. However, we reopened this chargeable service from October 2023.

This service is based at Lee Terrace in Hetton-le-Hole, in the Coalfields area of Sunderland. The centre has a high quality, colourful, dementia friendly design and was set up to offer tailored support from trained and dedicated staff.

The Metcalfe Centre includes an outdoor area with a sensory garden for additional stimulation and enjoyment.

Activities are designed to help stimulate those living with a moderate diagnosis of dementia, as well as providing much needed respite support for carers.

Participants must be able to support their own personal care needs.

During 2023-24

31
people were supported

136
sessions were provided

870
total attendances were made



Coalfields & Washington

AUKS support older people across the whole of the City and has outreach hubs in Washington and Coalfields

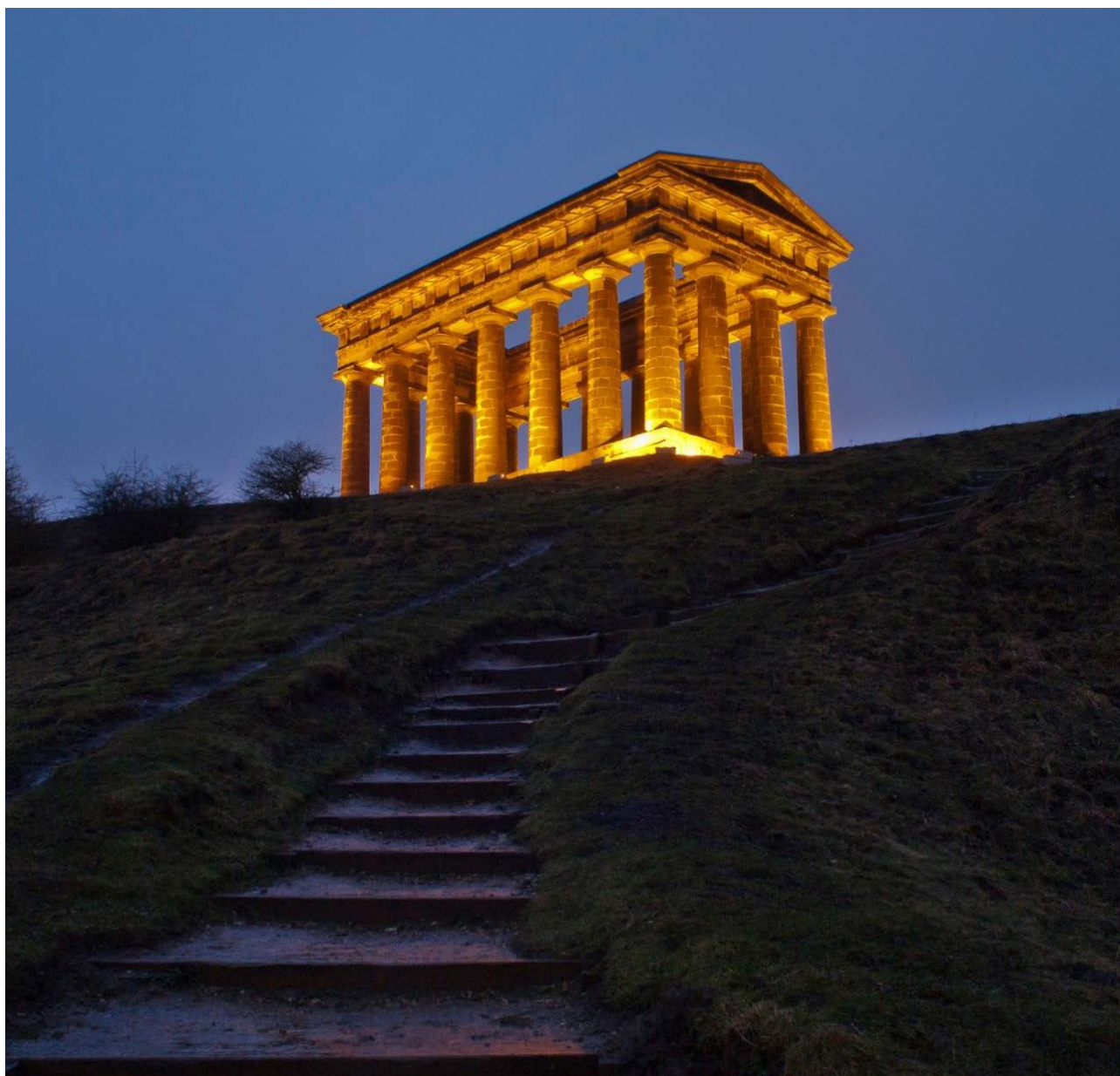
AUKS support older people across the whole of the City and has outreach hubs at Washington and Coalfields.

Ably assisted by a number of dedicated volunteers, working with a range of partner agencies, we were able to continue to support many local older people during 2023-24 from the heart of local communities.

Coalfields & Washington

We will continue to escalate our Community Support Clubs during 2024/25 to ensure inclusivity and the reduction of loneliness and isolation.

All enquiries regarding the Coalfields & Washington services can be answered by telephoning 0191 514 11 31.



Campaigning

AUKS have continued to support AUK campaigns in 2023/24 via our advocacy service including:

- The Energy Campaign
- The Social Care Reform Campaign
- Improved Healthcare Campaign
- Visits in Care Homes Campaign
- Domestic abuse has no age limit Campaign



Promotions and Marketing

AUKS have been providing help and support to the older people of Sunderland for over 70 years and we are the largest local independent charity, working and campaigning on issues affecting all older people within the boundaries of the City of Sunderland.

With regard to our services, we aim to position ourselves in public spaces with high volume footfall, with regular promotional stands. This approach maximises our potential to introduce our services to new people as well as creating networking opportunities with other organisations learning about the services that they provide better equipping ourselves to inform our client base.

During 2023/24 we used the following methods to promote our services within the Sunderland area:

- Drop in sessions
- Events
- Press Releases to our local media to promote news events with great success.
- Radio interviews on local radio stations enabled us to have a strong voice on current issues during 2023/24.
- Via our social media sites (Facebook, Twitter, our website & Instagram) to promote our services and any news we wanted share.

AUKS is seen as a central hub by older people in Sunderland needing support, resulting in an exceptionally high demand for our services.



Health and Wellbeing Guide

We continue to produce AUKS's Health and Wellbeing Guide.

This guide contains health and wellbeing information and guidance for the over 50s.

There is information on the services and activities provided by AUKS and how to access them.

There is also information aimed at older people and their carers who may need to access social care support, either now or in the future.

The contents of this guide also reflect current guidelines that have been sourced from a variety of government agencies, including the Care Quality Commission (CQC) and NHS Choices.



Your local Health & Wellbeing guide

Supporting older people in Sunderland to make more of later life.



Your Guide to Later Life in Sunderland

ISSUE
4

Health and well-being information and guidance for people over 50 who live in all areas of Sunderland including Washington and The Coalfields

Donations and Fundraising

Our thanks go to everyone who has been involved in fundraising for us during 2023/24. It is with the generous support of donors and fundraisers that we are able to have a positive and lasting impact on the lives of vulnerable older people in Sunderland.

To fund our work, we seek to achieve a constant flow of income through a balance of commissioned services and fundraising.

We would like to give a special thank you to all of our commissioners for continuing to fund vital work that improves the lives of older people in Sunderland.

Our annual Christmas Spectacular in December 2023 was a great success; we thank all those who attended and donated to our brilliant charity.



Pictured above Reverend Jacquie Tyson and everyone who attended our Christmas Spectacular

We were very grateful for all the donations received during 2023/24. These donations supported our work and made a great difference to the lives of many older people in Sunderland. We are grateful to everybody that made donations.

Individual fundraising and donations

AUKS have an online donation page, using Just Giving. People make individual donations via

this account and some choose to use the page as a way of remembering lost loved ones and to say thank you for the support their relatives and friends received from AUKS in later life.

To donate please visit:

<https://www.justgiving.com/ageuk-sunderland>

Pay It Forward

Many of the services offered by AUKS are provided free of charge. They are designed to support those in need and to help improve personal situations, finances or overall quality of life.

We ask clients that have benefited from these services to consider donating to help sustain our work for others, which contributes to meeting the ongoing cost of services.

‘Pay It Forward’ is a way for clients or their families to recognise the professional support they have received by making one-off or regular donations to AUKS.

The addition of Gift Aid by UK taxpayers also adds an extra 25% to any donations we receive. Contact AUKS if you would like to know more about how you can ‘Pay It Forward’ and support our vital services.



Christmas Hampers

Working in partnership with Feeding Families, AUKS staff delivered 50 Christmas hampers containing Christmas food and goodies in advance of the Christmas period 2023 to help some of our most lonely and isolated older clients enjoy their Christmas festivities.



Pictured above Terrance McNally, AUKS Driver



EE Christmas Hampers

Staff at EE continued their fantastic volunteer support by taking part in a reverse advent calendar event culminating with the delivery of 28 food hampers to some of our community support club members in the area around their headquarters at Doxford Park. Having provided the contents for the hampers staff then gave up their time to deliver these and stop off for a chat with the older people who received them.

We would like to thank all of those involved on behalf of our clients that received Christmas hampers.

And a big thanks to . . .

All of the individual and group donors including Trust funders who have supported us over this exceptional year.

Partnerships

As the leading charity for older people in the City, AUKS support a wide variety of partnerships and community work. A number of the key partnerships we engaged with in this year are detailed below:



Sunderland City Council

We continue to work closely with elected members and officers to support older people across the City and continue to have representation on:

- Sunderland Safeguarding Adult Board
- (SSAB) Quality Assurance Sub Committee
- Ageing Well Board

NHS North East & North Cumbria Integrated Care Board (ICB)

AUKS work in partnership with NHS North East & North Cumbria Integrated Care Board (ICB) and has representation on a number of working groups to ensure that older people's lives are improved and that services and support are in place to maximise independence. Choice and control, whatever their individual needs are.

Supporting Community Development via Social Prescribing

AUKS is active in supporting community assets via social prescribing for older people within the City. AUKS have 2 dedicated social prescribing teams. CIT Living Well Link Social Prescribers who support people aged 65+ with comorbidities (implemented in 2015), and our Front Door Social Prescribers who support people aged 50+ focussing on the preventative agenda.

Social prescribing is a way for local agencies to refer people to a link worker. Social Prescribers give people time, focusing on ‘what matters to me’ and taking a holistic approach to people’s health and wellbeing. They connect people to community groups and statutory services for practical and emotional support.



Partnership working

AUKS also work in partnership with many voluntary sector partners across the City. Partnership working is vital to ensure all community infrastructure resource is utilised effectively without duplication of service delivery.

During 2023-24 AUKS has worked in partnership with various different services including The Green Doctors, Active Families NE, The Salvation Army, Sunderland Family Zone, Compass Community Transport, EE, RNIB, The Stroke Association, Healthwatch Engagement, Tyne & Wear Fire Service, South Tyneside & Sunderland NHS Foundation Trust, Grange Unit & NHS Patient Involvement Service, Samaritans, University of Sunderland and many more.

When social prescribing works well, people can be easily referred to link workers from a wide range of local agencies and partners. Self-referral is also encouraged.



Pictured above: An EE Tech Drop-in session held at Age UK Sunderland, Bradbury Centre

Volunteering

During 2023-24, 162 dedicated volunteers provided more than 230 hours of their time per week helping to run our service across the City including the Washington and Coalfields areas.

We have a large team of dedicated volunteers who each provide a few hours of their time a week helping to run our services across the City including the Washington and Coalfields areas.

New people are joining us from a range of backgrounds, experiences and varying ages, ensuring our volunteer base is diverse. Volunteers offer an impressive range of skills, as well as great reserves of energy and enthusiasm. The volunteer recruitment procedure is robust and includes the completion of an enhanced Disclosure & Barring Certificate (DBS) and 2 references for all volunteers.

We have volunteering opportunities located all over Sunderland with many services benefiting from our Volunteers.

The Volunteer News newsletter continues to be published every quarter to keep our volunteers up to date with news stories, profiles, information and the regular training opportunities which are available such as dementia awareness sessions and safeguarding.

We also hold regular coffee mornings with our volunteers to catch up on what has been happening in the organisation in a relaxed and informal setting.



VOLUNTEERS NEEDED!

If you would like to find out more about Volunteering for AUKS please contact our Volunteer Recruitment Facilitator on **0191 514 1131** or email: **volunteering@ageuksunderland.org.uk**

VOLUNTEERS



News and Events

Age UK Sunderland were delighted to hold its Annual Volunteer Celebration at The Grand Hotel on Friday 29th September 2023.

The celebration was the perfect opportunity to thank our dedicated volunteers who are the backbone of the organisation.

AUKS has a large team of volunteers who reach over 16,000 older people each year. Volunteers work in a variety of key roles across the City in services such as KIT, Advocacy, Essence, and AUKS Community Support Clubs across the City.



*Pictured above:
Michael Armstrong – Volunteer of the Year 2023.*

The celebration was held at the Grand Hotel Sunderland and awards were presented by The Right Worshipful Mayor Councillor Dorothy Trueman and Consort Councillor Harry Trueman who honoured the hard work and dedication of our longest serving members, some of which have been with us for over 25 years, as well as announcing Michael Armstrong as Volunteer of the Year 2023.

AUKS volunteers were treated to an afternoon tea as well as entertainment performances from a local String Quartet, and East Herrington Primary Academy Choir, as a thank you for their valuable contribution in improving the lives of many older lonely people in Sunderland.



Pictured above (left to right): Kathryn Robinson – AUKS Trustee, Colin McCartney – AUKS Trustee, Councillor Harry Trueman - Consort of the City of Sunderland, Councillor Dorothy Trueman - The Right Worshipful the Mayor of the City of Sunderland, and Tracy Collins, AUKS CEO

Acknowledgements

We would like to thank all of the funders of our services. Their continued support enables us to fulfil our mission statement for the older people in the city.





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