

## **Our Impact 2023/24**

### **Section 1 – We are changing ageing for the better.**

An introduction from Helen Rice, CEO.

Age UK West Sussex, Brighton & Hove, our partners and supporters make an incredible impact on lives every day. The figures in this document demonstrate this, and the stats provide evidence, benchmarks and targets to smash. But what really drives us at AUKWSBH, what gives us our purpose, motivation and ambition, is the people.

From people who are bereaved and lonely, to those who are frightened – of abuse, ill health or feeling invisible. Others worry about the absolute basics – having enough to eat, or heating their homes as their income remains static while the prices rise. Every person who contacts us has a story, and it's our role to try and give it a happier ending.

As we head towards 2025, our amazing team of staff, volunteers and partners continue to offer invaluable advice, practical support and a listening ear. Together we're changing ageing for the better and making people healthier and happier.

### **Section 2 – Our impact statistics.**

Alongside our partners, we've supported over 25,000 older people through our services. These services make a real difference in increasing and maintaining the wellbeing of older individuals. We've helped them look forward to brighter futures, boosting social interaction and reducing isolation which makes a real impact in our community.

We helped older people in our community to claim over £4.5 million through unclaimed benefits, bill reductions and additional grants. With one couple receiving just under £23,000.

We have over 220 volunteers donating over 34,000 hours of their time.



We achieved 135% of our target to provide energy advice and heaters to older people in the colder weather through our Warm Homes project. Of these, 93% of people also had an increase in their income due to our intervention.

We're achieving more gender parity. Our Community Link Workers Service reflects a more balanced client base with 53% women and 47% men.

Our turnover has increased to £5 million.

58% of our staff are over 50. We had 162 staff members with the majority working part-time or bank hours (77%).

100% people say they would recommend our services. Our survey also found that nearly everyone had received the advice they needed, and would use our services again.

2,260 people accessed our clubs and centres – a 7.1% increase from last year. And in March, we achieved our highest gym attendance, in one day with 77 older people visiting our Laburnum Centre bespoke gym in Bognor Regis. One of our gym members was 94!

### **Section 3 – We are working together.**

The AUKWSBH team extends far further than our employees. Our ageing population means demand for our services is high and we can't meet that demand without our partners' input. Corporate partners harness their workforce to offer practical help, donate items or raise money. Kind individuals take on tough challenges, host events, or remember us in their wills. Our health and statutory funders appreciate how crucial our work is and work closely with us to help us succeed. Finally, our army of volunteers take on everything from admin to dementia support, allowing us to rely on their time, skills and compassion.

All these partnerships are vital, and we value each individual, organisation and funder that makes up our wider team. Thank you – for multiplying our impact and changing lives.

With funding from GP practices, hospitals and local authorities we helped to provide 28 older people's services covering:

- Loneliness
- Prevention & Social Prescribing

- Dementia
- Information & Advice and
- Hospital Discharge

Donations allowed us to pilot projects on bereavement and digital support, and offer financial advice on food expenses and other cost of living pressures.

We host Older People's Networks and enable 1,000 professionals to regularly meet, share and learn for the benefit of older people and our local communities.

## **Section 4 – We are making a real difference.**

Below are some personal stories from real people. Individuals' names and images have been changed to protect privacy.

### **Story 1**

Connie, an 82-year-old woman from Haywards Heath, overcame isolation after losing her husband during the pandemic. Returning to Lamb House and taking part in activities such as seated exercises, Tai Chi, art club and social lunches, allowed her to rebuild connections and improve her health and confidence.

Connie says – “Best place ever – I’m excited to visit each week. The staff and volunteers help everybody.”

### **Story 2**

Reggie, a 67-year-old man from Horsham, isolated after a series of falls, found hope through our Support at Home after Hospital service. He struggled with depression, memory issues, and bipolar disorder. Though his daughter supported him, distance was a challenge. Our team matched Reggie with a volunteer, leading to a friendship filled with shared outings to galleries, museums, and pub quizzes.

Reggie says – “Thanks to the service, I’ve regained joy and community.”

### **Story 3**

Wendy and Ron from Bognor Regis saw significant improvements to their health and wellbeing after our team intervened following Wendy's early-onset dementia and hospitalisation. Support included connecting Ron to Carers Support, securing respite care, financial relief through Attendance Allowance and a Blue Badge. We also addressed Wendy's weight loss and dehydration, enhancing her memory and mobility.



They say – “Before your support, we were overwhelmed. Now, we feel supported and able to care for our loved ones.”

#### **Story 4**

Kevin, a 62-year-old man from Crawley, facing dementia, relied on his sister as a caregiver after their mother’s death. Overwhelmed, she sought help from our dementia team. We recommended the Sunshine Seniors Club, where Kevin quickly engaged, made friends, and improved his mood. His sister gained much-needed respite. The club is now a vital source of support for both.

Kevin’s sister says – “The Sunshine Seniors Club has been a lifeline, restoring my brother’s happiness and giving me time to recharge.”

#### **Section 5 – Contact us.**

Website: [www.ageukwsbh.org.uk](http://www.ageukwsbh.org.uk)

Telephone number: 0800 019 1310

Email address: [info@ageukwsbh.org.uk](mailto:info@ageukwsbh.org.uk)

Facebook, X, Instagram and Tiktok: @ageukwsbh

LinkedIn: Age UK West Sussex, Brighton & Hove

YouTube: Age UK West Sussex, Brighton & Hove

Registered charity number 1086323

Registered office Age UK West Sussex, Brighton & Hove, Ground Floor, 95 Queens Road, Brighton, BN1 3XE.