

ABOUT AGE CONCERN ROTHERHAM

Since 1974 Age Concern Rotherham has been working with and for older people in the Borough of Rotherham. We aim to help people to maintain their independence and quality of life as they get older. Whilst some of our services are available to all people over the age of 50, our focus is on supporting those older residents who are particularly vulnerable due to declining physical or mental health or who face additional barriers such as money problems or lack of family support. We also aim to give older people the opportunity to take part in activities that will help them to stay as healthy and active as they can for as long as they can and to mix with people from different generations.

As a local charity we believe it is important that we are accountable to local people. This report sets out what we have done in the past year towards our objectives and the real difference this has made in the everyday lives of older people in Rotherham.

We have tried to present an honest picture of our work and we want to be open about the difficulties we sometimes face as well as celebrating our achievements. We hope you will value this approach and enjoy reading this report.

Board of Trustees:

Chairman	John Walton Pat Abbas	Appointed:- Jan 2009 Resigned :- Jan 2009
Deputy Chairman	Ralph Beaumont	
Trustees	Lynda Donaldson J.P. Susan Knowles Carol Robson Christine Tomlinson Danny Willoughby Ray Wolstenholme David Guy Chris Rivington Malcolm Davies	Resigned:- Sept 2008 Deceased:- May 2009 Resigned:- Sept 2008 Appointed:- Mar 2009 Appointed :- Mar 2009
Chief Executive/ Company Secretary	Lesley Dabell	Appointed:- Dec 2008
Acting Joint Chief Executives	Di Hollingsworth John Roberts	To:- Dec 2008 To:- Dec 2008

Bankers:

Barclays Bank plc
Bridgewater
Rotherham
S60 1EG

Auditors:

Allotts Chartered
Accountants
The Old Grammar School
13 Moorgate Road
Rotherham S60 2EN

Age Concern Rotherham is a registered charity No. 1039771 and a company limited by guarantee registered in England and Wales No.1927474. The registered offices of Age Concern Rotherham are 49 – 53 St Anns Road, Rotherham, South Yorkshire S65 1PF.

Making later life a fulfilling experience

CHAIRMAN'S STATEMENT



May I first introduce myself to those who know nothing of my background or me? I was a commercial barrister for almost 40 years until I retired through ill health in 2006. I was pleased to be

elected Chairman of this charity, Age Concern Rotherham, in January this year, after serving as a trustee for around 8 years.

In this my first annual report I would like to pay tribute to my predecessor Pat Abbas, who worked cheerfully and tirelessly as a trustee of this charity much of which as chairman. I would also like to pay similar tribute to Danny Willoughby who died after the year-end to which this report relates but before its publication. Both will be much missed by all at this charity.

There have also been a number of other changes on the Board, with some long serving trustees standing down and some new ones joining us. We owe a debt of gratitude to those leaving us for their help and support and we welcome the new trustees. They bring with them a range of experience and expertise, which will help us to achieve our goals in the future.

Unfortunately we have had to make significant reductions in staffing levels during the past year following a loss of funding for some services and projects. I would like to express my warmest thanks to those members of staff who have left for their invaluable work along with my sincere regrets that we had to dispense with their services

Despite our endeavours in Rotherham for almost 30 years our existence and

purpose seem to be little known locally. I intend to do my utmost to change this. Recently a letter was received by us from one of our 3 M.P.'s who clearly knew so little of us that he disappointingly addressed his letter "to whom it may concern". For the avoidance of doubt we are an independent local charity, part of a national federation, which aims to help all elderly people who are in distress. We are completely independent of all political parties although we welcome assistance from politicians of all parties who can help alleviate the problems of men over 65 years of age and women over 60 years of age. We do not have the capacity to assist those who are younger nor do we wish to usurp the position of other more relevant national charities such as the Citizens Advice Bureau.

We must, therefore, with some urgency raise our profile in the community to broaden our support. If we fail to do this we may not survive. To this end it is my intention with members approval to throw open our membership to any Rotherham resident aged 50 years of age or over. We are in the process of amending our constitution to permit this to take place.

We realise that we require a centre properly staffed and equipped to which the elderly in the town centre can turn for independent guidance when in difficulty. We have received an award to pay for a consultant to help establish a "Health and Well-being Centre." This consultant will be available to answer questions on the project after his presentation at the AGM.

I look forward greatly to working with you throughout the coming year to surmount the challenges we face and improve the lot of the elderly in Rotherham.

John L. Walton, Chairman

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FROM THE CHIEF EXECUTIVE



This is my first report as Chief Executive on the work of Age Concern Rotherham. Having worked in Rotherham in the Health and Voluntary Sectors since 1995, I am proud to have been appointed to

this role. I would like to pay tribute to my predecessor, Margaret Pykett, who I knew well and respected enormously and to Di Hollingsworth and John Roberts who jointly led the organisation in the interim period in 2007/8. I am determined that we will continue to fulfil our mission of supporting older people in Rotherham to live more healthy and rewarding lives.

This is a time of change and challenge for all of those working to support older people in Rotherham and elsewhere. At a national level there are changes in the Age Concern movement, with Age Concern England and Help the Aged merging on 1st April 2009. We will be looking at the implications of this for Age Concern Rotherham in the coming year.

Key changes to social care under the Government's personalisation agenda are not without their challenges, not least that of making sure that older people have real options to choose from and know what their options are. We are fully committed to ensuring that the changes work well for older people in Rotherham and that they get the maximum benefit from the opportunities this change offers. We have been working closely with the Local Authority and other statutory partners and voluntary organisations to make sure that this brings positive benefits.

Demographic changes and financial pressures will challenge all of us who are

involved in delivering services and support to older people in the coming years. We want to continue to work together with all our partners to ensure that older people in Rotherham get services and support they need now and in the future.

I am pleased, therefore, to be able to report on some of the ways in which Age Concern Rotherham has made a positive difference to the lives of older people in the past year by helping them to:

- Feel and keep safer;
- Remain as healthy and independent as possible for as long as possible;
- Be as economically secure as possible;
- Have a voice;
- Have an enhanced quality of life.

We have done this by:

- Offering practical help and support;
- Supporting those who are most vulnerable and socially isolated;
- Helping older people stay healthy and active and involved;
- Providing opportunities for intergenerational contact;
- Working with local partners to make sure that older people in Rotherham receive the services and support that they need and deserve in the years to come.

The following pages provide more detail about our activities and our developing plans for future sustainability and the delivery of our services and support to the older people of Rotherham in the future.

I hope that you find this report of interest and I would welcome any comments you would like to make on our work and future plans.

Lesley Dabell, Chief Executive

MAKING A DIFFERENCE BY PROMOTING INDEPENDENCE AND ENHANCING QUALITY OF LIFE THROUGH PRACTICAL HELP AND SUPPORT



Advice and Information

Access to relevant information and advice continues to be a key need for older people and their carers. As a result we have ensured that, despite changes in staffing and some reductions in funding, we have continued to provide an information and advice service to them at our One Stop Shop during 2008/9.

Our team of one staff member and five volunteers dealt with a total of 2,454 enquiries this year, giving information on a range of issues including health and social care, signposting people on to other sources of help and providing benefits and debt advice.

During 2008/9 122 home visits were carried out by trained volunteers, helping some of the most vulnerable and house bound older people in Rotherham to claim disability benefits which help them to stay independent and enhance their quality of life.

In 2008/9 over £200,000 in additional benefits were accessed by older people in Rotherham with help from the Advice and Information Service.

Impact of the Credit Crunch

The recent economic difficulties have had a real impact on older people in Rotherham, as elsewhere in the country. Despite recent measures put in place by central government, underlying inflation

on essentials such as food and utilities has disproportionately affected older people on fixed incomes and low interest rates had an impact on investment incomes that often 'top up' older people's income. The demand for advice and information increased rapidly as a result of this, with new people becoming eligible for benefits and some older people experiencing debt problems for the first time in their lives.

In response to this Age Concern Rotherham was part of a group of statutory and voluntary agencies who were involved in developing a local 'Credit Crunch Action Plan'. From March, we received a small amount of additional, short term funding from Rotherham MBC as a result of this which meant we could:

- Take part in Credit Crunch Roadshows
- Increase the opening hours of the Advice and Information Service to help meet the additional demand
- Re-introduce an on site form filling service for clients requesting assistance with their claim for disability and other benefits, which increased our capacity for form filling by more than 500%.

Our plans for the next year include:

- A review of the Information and Advice Service to maximise our ability to meet the needs of older people;
- Further work with our other voluntary sector partner advice providers in AiR to ensure that Age Concern Rotherham continues to provide an efficient, quality advice and information service for older people in the Borough

HOME SERVICE



Age Concern Rotherham's Home Services Department offers practical services to support older people in ways that enable them to remain independent and living in their own homes for as long as possible.

Feedback from service users reinforces the importance of vulnerable older people being able to obtain these kinds of services from a place they know they can trust, where staff are properly trained and fully police checked.

"I am independent and I know I can trust the people from the Handy Person Service."

Our service provision for 2008-2009 included:-

Shopping,
Handy Person
small DIY tasks,
Gardening,
Decorating,
Domestic
Cleaning
Home Safety Checks and Safety Improvements.

"I can only say that your Handy Person scheme has made it possible for me to live a more independent life."

Handy Person Service



During 2008/9 the Handy Person Service received 1316 requests for help. This resulted in 1035 jobs completed, with the remainder of enquiries being referred on to other more appropriate services wherever possible.

The majority of jobs were either general maintenance (31%) or relating to safety and security (37%). However, the team also provided a range of other support including moving furniture, plumbing and minor electrical work, decorating and gardening.

Tidy Gardens, Safer Homes

During 2008, funding was secured for the 'Tidy Gardens, Safer Homes' Scheme. By tidying up gardens and fitting basic home security measures, Age Concern Rotherham has been able to enhance older residents' quality of life and help them to reduce the risk of being a target for bogus callers and/or other uninvited guests.

For a limited time this service was provided free and gardening now continues to be provided on a chargeable basis and we are seeking further funding for other aspects of the work.

Domestic Support Service

The aim of the Domestic Support Team is to enable older people to remain independent and have a good quality of life by providing support to maintain their

homes in way that they choose.

“Thank you for my domestic worker, she is a treasure and does everything how I want it to be done.”

The majority of tasks carried out by the team centre around household cleaning, with some shopping.

“The worker was so pleasant and polite, and the work she did in our home was outstanding.”

However, there are also a number of clients who are also regularly escorted on shopping trips, visits to doctors and opticians etc.

During 2008/9 the Domestic Support Service Team provided an average of 355 hours of service per week, over 52 weeks to over 400 self funding clients all over Rotherham. This service is charged for on an hourly basis.

Developing service quality

We are proud of the quality of service we provide and have continued to maintain and increase this by:

- Training and developing our staff
- Taking account of customer comments and complaints in regular reviews of services.

“I commend the handy person for his overall amicable attitude and standard of workmanship.”

During 2008 we were awarded membership of the South Yorkshire Trading Standards which acts as a seal of approval for our service.



In 2009/10 we plan to:

- Continue to provide a high quality service to our existing and new customers;
- Increase our domestic support workforce and the range of services we can offer to cover other types of support that older people tell us they need in line with the move towards personalised care and support.

“This man was very good if I need any more jobs doing I know I can rely on Age Concern”

MAKING A DIFFERENCE BY SUPPORTING THOSE WHO ARE MOST VULNERABLE AND SOCIALLY ISOLATED

Residential Care Advocacy



One of the biggest issues facing many older people and their carers is the loss of their independence and the need to move into residential care. They need support to make appropriate choices.

During 2008/9 the Residential Care Advocacy Service was funded by Rotherham MBC.

Making Choices

This year the service supported over 400 people to make choices about residential care by providing information on a range of things including criteria for care, financing care, how to access care, care homes and respite care.

Supporting those living in residential care

Older people living in residential care are some of the most vulnerable people in our communities, who often need support to express their views and concerns about their care or to resolve problems they may have with this.

This year Age Concern Rotherham's Advocacy Worker has helped 42 vulnerable people living in residential care to make their voices heard.

In addition to this offering one to one support, the Advocacy Worker has also

supported the implementation of Rotherham Borough Councils 'Home from Home' Quality Scheme by running sessions in residential homes to support residents and their families to express their views about the care they are receiving.

During 2009/10 we will be talking with Rotherham MBC about the future of this important service.

With the new work around Deprivation of Liberty and an increase in the numbers of older people, we will need to look with them to determine how this kind of support can be further enhanced to meet the continuing needs of older people in Rotherham in the years to come.



"Your help really made a difference and I felt the pressure was taken off, It was such a relief and I would like to take this opportunity to thank you."

Making later life a fulfilling experience

Hospital Discharge Service



“I don't think there is anything else they could have done for me, but knowing they were at the end of the phone should I need more was re-assuring. God Bless all who helped me”

This service offers practical and emotional support to vulnerable, older people who have just been discharged from hospital and their carers, with the aim of helping them to regain their

independence and confidence and to avoid re-admission to hospital.

“I was supported through a difficult time, especially grateful as my family live away. I found the staff thoughtful and understanding. I really appreciate the support they gave me.”

In 2008/9 the service supported **214** new service users on discharge from hospital, the

vast majority of whom were aged 75 years and over.

The team works with people who are suffering from a wide range of health problems

In 2008/9 the team of 2 part-time workers and 15 volunteers:

- Made a total of **657** visits for on going help and support to these service users;
- Supported **87** carers with their own needs and concerns;
- Dealt with **710** telephone enquiries last year from service users, helping them alleviate any problems or concerns they may have, or passing on any information they may need;
- Made a total of **136** referrals to outside agencies such as Social Services. Rothercare and a further **53** to other services within Age Concern Rotherham.

In January 2009 we were asked to build on the success of this service by providing an enhanced Hospital Aftercare Service from 1 April 2009. This is being funded by NHS Rotherham as a 2 year pilot.

This service will aim to assist with early discharges by helping people to get home quicker and to avoid re-admission to hospital during the immediate period following discharge. It will offer them short term practical support to enable them to settle back in at home and to enable them to regain their independence as far and as quickly as possible.

During the pilot period we will be continually evaluating the service and making any changes where needed to ensure a quality service is delivered.

The Hospital Discharge service will remain to support and visit our more isolated clients who need help and support, with the help of 15 dedicated volunteers

Link-Line



“I always really look forward to your call each morning, it makes me feel less isolated”

In 2008/9 Linkline provided over 10, 000 free telephone link calls to older people all over Rotherham. The

service operated every day of the year, helping people feel less isolated by providing them with a daily link with the outside world, offering some support and reassurance and ensuring that they are safe and well.

“Thank you very much for ringing, you are the first person I have spoken to, since speaking to you yesterday”

Home visits were made to anyone who was not able to be contacted by phone to ensure they were safe and, wherever

possible, help was provided with any difficulties they were experiencing when the call was made (e.g. a need for medicines or getting them help to fix a boiler).

This service is operated largely by trained volunteers and we would like to express our thanks to them for helping us to continue to provide this valuable lifeline for vulnerable older people.

Day Services



During 2008/9 we continued to run a daycare service, which supported around 150 people.

In anticipation of the end of the Council contract to provide this service at the end of March 2009, we undertook some consultation with service users in the latter part of 2008.

Most users are older and vulnerable and many are housebound and have limited mobility or other disabilities, which means they have limited opportunities for social interaction and to get access to other forms of support. They expressed their wish to continue to receive a similar service from us in the future.

The consultation was also an opportunity to look at ways in which they felt we could improve the service to meet their needs better.

Given the demand from service users and the ideas about service improvement that we had generated, we worked to develop a new pilot Day Opportunities Service to be based at St. Ann's. As part of this we worked closely with RMBC to enable our existing service users who were eligible to access a Direct Payment to purchase this service from us after the end of March.

This is an enterprise venture for Age Concern Rotherham as, in order to fund this service in future, we will need to market this to self funders and to those

AGE CONCERN ROTHERHAM ANNUAL REPORT 2008 / 2009

who are eligible for an Individual Budget. It is also a way to test out how the move towards more personalised services and the use of Individual Budgets by older people in Rotherham in the future can work.

We will therefore be developing, reviewing and evaluating the progress of this work closely during 2009/10 and using the learning from this to develop other service areas and to share with partners as the work progresses.

MAKING A DIFFERENCE BY SUPPORTING OLDER PEOPLE TO STAY HEALTHY, ACTIVE AND INVOLVED

Health and Well Being Initiative



During 2008/9 we developed a number of short term projects aimed at supporting older people to stay healthy and active as part of our 'Health and Well Being' initiative.

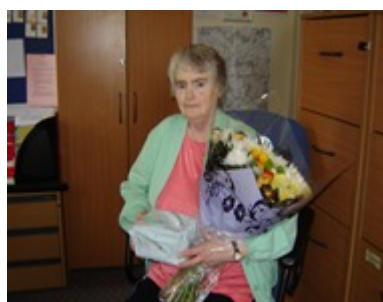
As part of this short term funding from a variety of sources supported:

- The development of a '**Let's Dance**' group in Maltby, which is now being run by its members and has over 40 people attending per week.
- **Winter Warmers /Healthy Eating** - as part of the Age Concern Fit as a Fiddle campaign information and activities promoted healthy, low cost eating to older people.
- **Active in Age** gentle exercise sessions were run with local groups, in the day centres and in Rotherham Council sheltered housing sites.

We will be building on this work in 2009/10 by:

- Looking for funding for an outreach worker to do more health liaison and preventative work with older people's groups in the community;
- Developing other services aimed at maintaining health and well being such as foot care and complimentary therapies;
- Working with NHS Rotherham and RMBC to look at how we can support the preventative work they are doing, including falls prevention and other health initiatives.

Volunteering opportunities



Volunteers of all ages are vitally important to the work of Age Concern, Rotherham.

Many of these volunteers are older people themselves, who as well as seeing this as a way of keeping themselves active and involved, are keen to be continuing to make a positive contribution to their local community by volunteering to help others .

Making later life a fulfilling experience

They are involved in many of the services we provide in a variety of ways.

For example this year our older volunteers have, amongst other things:

- Been on our Board of Trustees;
- Helped to staff the Linkline Service;
- Provided company and support to Day Centre clients;
- Befriended housebound people;
- Raised funds for our work;
- Taught others how to dance.

Getting older people's voices heard

We have continued to link with a range of older people's groups such as ROPES and Rotherham Pensioners Action Group and a range of community groups during 2008/9 to ensure that Age Concern listens to and reflects the views of older people in our own work and when acting as a representative on partnership groups.

During the early part of 2009 Age Concern staff have, together with other partners, offered support to the group of older people who are developing the Rotherham Older People's Forum. This is an important development, which will enable older people to have more of a voice in the future. We will be continuing to support the development of the Forum during 2009/10.

During the coming year we will also be looking at expanding the membership of Age Concern Rotherham to ensure that our work reflects and is guided by the needs, ideas and opinions of older people who live in the Borough

MAKING A DIFFERENCE BY BRINGING THE GENERATIONS TOGETHER

Work to bring different generations together in the local community is important in helping to develop positive perceptions of each other and to minimise fear and misunderstandings that affect people's lives in a negative way.



During 2008/9 we have been developing our ideas about intergenerational work and working with other partners to look at opportunities for this. We will continue to do this during 2009/10.

V-involved Young Volunteering Initiative

The V-involved funded youth volunteering programme began on 3rd March 2008. Its aim is to encouraging young people (16-25years) volunteer for Age Concern Rotherham.

Currently, 22 of our 72 regular volunteers are under 25 years.

They do a range of work such as:

- Supporting older people to learn computer skills;
- Providing reception cover in the Advice and Information Centre;
- Working in the Day Centre

As well as learning new skills and gaining valuable experiences the V initiative has enabled volunteers to socialise by providing promotional events, meals out and putting on get-together days.

BUILDING A MORE SUSTAINABLE ORGANISATION TO SUPPORT OLDER PEOPLE IN THE FUTURE

Generating enough resources to continue to deliver our objectives is a major challenge for Age Concern Rotherham, as it is for all voluntary sector organisations. The reduction in, and increased competition for, grant funding and contracts has had and will continue to have an impact on us in the future.

During the last year we have, therefore, been continuing to work towards diversifying the ways in which we generate the income needed to support our work.

This has included:

- Further development of ability to deliver a wider range of 'paid for' services, with the refurbishment of new 'Health and Well Being' facilities at St. Ann's, funded by a grant from the Coalfields Regeneration Trust and work towards the provision of more personalised care services;
- Starting to develop wider social enterprise plans for a 'Health and Well Being Centre' for older people in Rotherham by undertaking a feasibility study funded by the Adventure Capital Fund;
- Developing and enlarging our volunteering base
- Taking advantage of fundraising opportunities and seeking individual donations and legacies.

This work will continue and expand during the coming year.



Age Concern Trading



In addition to this new activity the income generated by our trading company continues to make an important contribution to the sustainability of the work of the Charity.

Based at our One Stop Shop in the town centre, the Trading Company offers a range of products to older people including all forms of insurance, funeral plans, energy products and will writing.

The current economic situation has had an impact on the trading company this year as the insurance market has become much more competitive and people are tending to shop around a lot more than they used to.

However, the trading company has still continued to generate a sizable amount of commission for the charity in 2008/9.

In 2009/10 there will be some changes in relation to the Trading Company as a result of the merger of Age Concern England and Help the Aged at a national level. We will therefore be looking at the implications of this for Age Concern Rotherham to ensure that this important source of income is maintained and fully maximised in the future.

Making later life a fulfilling experience

AGE CONCERN ROTHERHAM 2008 / 2009

FINANCIAL INFORMATION

We ended the current financial year with a reasonably healthy financial situation due to our drive to be as efficient as possible and to continue to generate income during 2008/9. The surplus of income over expenditure of £98,034 during this period is mainly due to restricted grant funding for capital costs being held over from 2008/9 to 2009/10.

Extracts from the Consolidated Audited Accounts are given below. A copy of the full Audited Accounts is available by contact our St. Ann's Office.

AGE CONCERN ROTHERHAM LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME & EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2009

	TOTAL FUNDS 2009 £	TOTAL FUNDS 2008 £
INCOMING RESOURCES		
Incoming resources from generated funds:		
Voluntary income	148,137	58,855
Activities for generating funds	3,510	4,435
Investment income	1,158	1,814
Income from trading subsidiary	85,383	79,543
Incoming resources from charitable activities:	618,142	832,101
Other incoming resources	8,286	22,376
TOTAL INCOMING RESOURCES	864,616	999,124
RESOURCES EXPENDED		
Costs of generating funds:		
Costs of generating voluntary income	44,811	23,801
Costs of activities for generating funds	52,062	-
Costs of trading subsidiary	662,239	47,430
Charitable activities	7,470	902,024
Governance costs	44,811	8,495
TOTAL RESOURCES EXPENDED	766,582	981,750
NET (OUTGOING) RESOURCES FOR THE YEAR	98,034	17,374
RECONCILIATION OF FUNDS		
Total funds brought forward	243,494	226,120
Net movement in funds	98,034	17,374
Total funds carried forward	341,528	243,494

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AGE CONCERN ROTHERHAM 2008 / 2009

BALANCE SHEET

	GROUP		COMPANY	
	2009	2008	2009	2008
	£	£	£	£
FIXED ASSETS				
Tangible assets	59,442	68,187	59,442	68,187
Investments	-	-	2	2
	<u>59,442</u>	<u>68,187</u>	<u>59,444</u>	<u>68,189</u>
CURRENT ASSETS				
Debtors	77,081	93,675	92,314	117,570
Cash at bank and in hand	275,845	138,298	275,845	138,298
	<u>352,926</u>	<u>231,973</u>	<u>368,159</u>	<u>255,868</u>
CREDITORS:				
Amounts falling due within one year	<u>70,840</u>	<u>48,443</u>	<u>86,075</u>	<u>72,340</u>
NET CURRENT ASSETS	282,086	183,530	282,084	183,528
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>341,528</u>	<u>251,717</u>	<u>341,528</u>	<u>251,717</u>
CREDITORS:				
Amounts falling due after more than one year	<u>-</u>	<u>8,223</u>	<u>-</u>	<u>8,223</u>
NET ASSETS	<u>341,528</u>	<u>243,494</u>	<u>341,528</u>	<u>243,494</u>
FUNDS				
Unrestricted funds:				
Designated funds	85,601	79,970	85,601	79,970
General funds	145,526	136,566	145,526	136,566
	<u>231,127</u>	<u>216,536</u>	<u>231,127</u>	<u>216,536</u>
Restricted funds	<u>110,401</u>	<u>26,958</u>	<u>110,401</u>	<u>26,958</u>
TOTAL FUNDS	<u>341,528</u>	<u>243,494</u>	<u>341,528</u>	<u>243,494</u>