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Front Page Word Cloud

Thank you to the staff of Age Concern Central Lancashire for contributing to the word cloud. The words displayed are representative of how staff describe the values of the organisation in 2015.



Chairman's Foreword

On behalf of my fellow Trustees I am able, once again, to report a successful year for Age Concern Central Lancashire. As eight among 254 plus volunteers working with the dedicated full and part time staff of Age Concern Central Lancashire we regularly receive evidence in our Board meetings of the way in which the core mission and purpose of this charity is achieved.

As we work with the Executive Team to set and review the strategic direction of Age Concern Central Lancashire we continue to be impressed by the high quality of the services delivered by this organisation. This impression is reinforced by the external recognition given to Age Concern Central Lancashire through the award of new contracts and the renewing of existing ones.

The distinctive reputation of this independent, local charity has not been achieved by accident - it is the result of enormous dedication and commitment from all who work in Age Concern Central Lancashire to enrich the lives of older people and deliver all age services in Central Lancashire.

The 'year in numbers' on page 14 of this report gives a striking quantitative measure of the impact and influence of Age Concern Central Lancashire. The complementary qualitative impact of the work of Age Concern Central Lancashire is presented on page 16 of the report through the words of those whose lives have been enriched by our service provision.

Age Concern Central Lancashire is indeed a 'healthy' organisation and one that is 'fit for the future'. It exhibits a number of essential characteristics required for an organisation to deliver high quality services: there is team work; there is a sharing of goals and the mission and values are well understood; there is collaboration and partnership and employees are valued; there is adaptability to change and new opportunities; there is a capacity to turn creative ideas into action and there is a capacity for renewal and sustainability. It has been said that 'organisational health' is the ultimate competitive advantage.

The following words, attributed to Aristotle, perhaps best explain the continuing high quality performance of Age Concern Central Lancashire:

"Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice not chance, determines your destiny."

It has been once again a privilege to contribute to this excellent organisation.



Dr Roger J Kendle

Chairman

Older People's Active Involvement in Society

One of our key project areas for the period was to develop a strategy for communication and stakeholder engagement, aiming to increase public awareness about the work of the charity and improve internal communication.

We have taken major strides into this area of our work by identifying two key members of staff who take responsibility for moving this key project forward into the forthcoming year. We achieved this by:

- Building capacity within one of our current Executive Director's remit, enabling them to take on an enhanced role to include external engagement, becoming the organisation's representative on a number of local and county forums and strategic partnerships, including:
 - ~ Continued work at a strategic level through our active participation in Central Lancashire Planning and Commissioning Groups, Central Lancashire Falls Sub Group, the South Ribble Partnership and the delivery of the Central Lancashire Dementia Strategy.
 - ~ Continuing as lead member of the new Voluntary, Community and Faith Sector Network in South Ribble, Chairing the Chorley and South Ribble VCFS Health and Wellbeing Forum, participating in the Third Sector strand of Healthier Lancashire's development and representing the sector on a number of local boards, including Urgent Care, Elective Care and Primary Care.
- Recruiting a Marketing and Events Officer who has responsibility for promoting and raising awareness of the work of the organisation in the media, at events and through partnerships, making people aware of the services that are available and what is on offer, coordinating awareness sessions, fundraising activities and engagement events that raise the profile of the organisation and contribute to fundraising and maintaining and endorsing the brand and reputation of the organisation:
 - ~ Over the last 12 months, and as a direct result of having a dedicated Marketing and Events Officer, we have significantly increased our media profile and digital impact.
 - Facebook: This year we saw an 80% increase in our followers on Facebook. Our post 'reach' also increased dramatically, reaching 1,050 people during the year. We have steadily increased our interaction on Facebook, which has had some fantastic results, including fundraisers contacting us directly asking to raise money for the charity.
 - Twitter: In July 2014 we disestablished our old Twitter account and decided to start afresh. From April 2014 to March 2015 we have seen a 168% increase in our followers on Twitter and have even had a mention and retweet from the Prime Minister!
 - Website: We have had a total of 24,553 unique visitors who have looked at 720,024 pages, which equates to 1,050,383 hits in the period. We have updated the design of our website over the year to make it more user friendly and now regularly update the general public about our activities using case studies, stories and plenty of pictures.
 - Local press: We have had 18 articles printed - a significant increase on the previous year.
- We hosted another successful Annual Conference in the autumn, with the theme 'Ageing and Diabetes', which was attended by 70 delegates. With type two diabetes reaching epidemic proportions and an estimated 3,000,000 people whose diabetes has been diagnosed, some 80 - 90 percent have type two and there are another 750,000 people affected by type two diabetes that don't yet realise they have it. At the Annual Conference we considered the effects that diabetes has on older people in our local area and what ongoing support might be needed.



Age Concern Central Lancashire



ACCentralLancs

Services to Support Individuals Living with Memory Concerns, Including Dementia, and their Carers

- Leading good practice and winning awards:
 - ~ Community Impact Award: Our services through Charnley Fold were recognised by the South Ribble Partnership when we won the Community Impact Award in July 2014. This award recognises a voluntary, community or faith sector organisation that has made a significant positive impact in South Ribble.
 - ~ Older Adult Mental Health Award: Our partnership with Lancashire Care Foundation Trust and the Alzheimer's Society was recognised when we won the Older Adult Mental Health Award at the National Positive Practice in Mental Health Ceremony 2014 in recognition of the Positive Outlook Programme.
- Driving innovation with the successful launch and showing of the 'Where the Heart is' exhibition in Preston, showcasing what home can mean to those living with memory concerns through a variety of art mediums, which still exhibits in the Free Word Centre, Farringdon Road, London.
- We also became members of the National Dementia Action, with over 2,887 other organisations committed to transforming the quality of life for people living with dementia and their carers.

The Dementia Action Alliance is a movement with one simple aim - to bring about a society-wide response to dementia. It encourages and supports communities and organisations across England to take practical actions to enable people to live well with dementia and reduce the risk of costly crisis intervention.

*“ I enjoy coming to the centre.
I never seem to stop talking! ”*

*“ A big thank you for helping with my online
application for Carer's Allowance - as a computer
dinosaur, the input was invaluable. ”*

*“ What a wonderful evening you provided at the
Christmas Come Dine - a lot of hard work by
you all. The meal was lovely. ”*

895

Meals were served to the people who attended our Fryday luncheon club and, of those, 221 were battered fish.

Older People's Services which Promote Independent Living

- Leading good practice:
 - ~ A positive report following an unannounced inspection of our Foot Care Service by the Care Quality Commission (CQC), identifying the service as an exemplar.
 - ~ Additional funding allocated through Age UK to expand delivery of a national programme of Cascade Training, following on from our successful delivery of a national Older Men's Project.
 - ~ Partnering in a successful national collaborative bid to Sport England to deliver walking sport to older men.
 - ~ The launch of a new exhibition ('le Freak') and film ('The Love that Dare Not Speak its Name') to celebrate LGBT History month in 2014 and nomination for a second year for a National Diversity Award for our work with the LGBT community.
 - ~ The ongoing development of local drop-in groups supporting those who are at risk of social isolation, with many groups moving to self-management.
 - ~ Older and Out was a runner up at the European Diversity Awards in 2014.

One of the key project areas within Older Peoples Services was to identify and, where possible, to secure funding throughout the plan to support the costs of the Community Support and Information Service, enabling us to continue to provide older people with appropriate practical support. Whilst we did not secure funding in the last 12 months, we are actively seeking out partnerships which may secure funding for the future:

- We are currently working with a number of other agencies to identify how Age Concern Central Lancashire can support the current work of Lancashire County Council's 'Care and Support – Information and Advice Strategy 2015/16 – 2016/17' brought about through the introduction of the Care Act 2014.

The Board of Trustees appreciates that the Community Support and Information Service is a valuable service for older people and acknowledges that staff offer home visits for individuals who find it difficult to get out and about over and above other similar services across the districts. We demonstrate the value of the service by evidencing the impact for older people who have used the service:

- For the 12 month period the total amount of additional money gained for older people equates to £1,090,307.90 per annum.

“ Thank you for all your help and kindness. I would like to thank you very much for taking the time to come out and help us with form filling and reassurance. The rebate plus the benefits awarded amounted to extra income of over £13,000 per year. ”



All Age Services Promoting Health and Wellbeing

The charity delivers a number of services supporting adults where it is anticipated that they will support a majority of older adults as beneficiaries. This involvement allows us to continue to support both health and social care bodies in their delivery and development of services.

Leading good practice and winning awards:

- Lancashire County Council's Got Talent
 - ~ Receiving a 'Highly Commended' Award from Lancashire County Council's Got Talent in recognition of our role in successfully delivering the Connect4Life project in South Ribble.
 - ~ Receiving a 'Commended' Award from Lancashire County Council's Got Talent for the development and introduction of the Help Direct Info Portal under the Technology category in recognition of service improvement.
- In respect of the GP Adviser Service, the top three outcomes achieved for patients were increased choice and control, improved health and wellbeing and improved quality of life.

The GP Adviser Service, Connect4 and Promoting Independence are making cross referrals, as appropriate, to demonstrate integrated working, in line with the local authority's ambitions.

- The organisation was approached by the Lancashire County Council Adult Services Health and Wellbeing Directorate regarding the implementation of a new social prescribing model in Preston and South Ribble.

The Help Direct Social Prescribing Service worked closely with, and complements, the Help Direct core service. Customers were supported to access non-medical interventions within their local communities to address the issues underlying their mental/emotional distress and manage/reduce the associated symptoms.



Staff and Volunteer Development, Training and Support

We are committed to ensuring the continued development, training and support of staff and volunteers, thereby providing the organisation with a workforce with the appropriate skills and expertise to meet its objectives.

In January 2015 we were once again successful in reaching the required standard to maintain our Investors in People (IIP) award.


Having undertaken a comprehensive review of all staff's terms and conditions and completed a thorough job review, including updating and scoring job descriptions, the Trustees have been in a position to set a salary structure which reflects the organisation's activities and rewards and values staff appropriately.

In 2014 the National Council for Voluntary Organisations (NCVO) reported on the Inquiry into Charity Senior Executive Pay and Guidance for Trustees on Setting Remuneration. The Inquiry recognised the evidence that the charity sector pays significantly less than other sectors for comparable senior roles. Most charities' remuneration strategies are essentially designed to attract and retain people who are already motivated and committed to charities' work.

Given recent media focus on salary levels within the sector, Age Concern Central Lancashire's Executive Directors are comfortable with disclosing remuneration across the band in advance of the Financial Reporting Council's new requirement under the new Financial Reporting Standard.

Age Concern Central Lancashire had a total salary bill of £1,744,850 and, of that, the proportion of salary costs allocated against the Executive Directors was 12.82%. The ratio (pay dispersion) between the highest paid staff and the lowest paid staff is 5:1 - no staff jobs are outsourced. ¹This would be seen as typical across the voluntary sector. This contrasts favourably with ratios in other sectors, such as universities (national average around 18:1) and local government (national average around 15:1) and very favourably with large corporations like the FTSE 100 (whose average in 2011 was 262:1).

Staff asked for e-learning, which was introduced in 2014, as a tool to increase training activity and, at the same time, reduce costs. This proved to be very popular with staff, with 92% of staff preferring e-learning over face to face learning. This scheme has enabled key training to be delivered without major impact on service delivery.

 **£5,568.80**
Was spent from our training budget in the support of staff and volunteers to deliver against their role.

We continually strive to engage with volunteers in their development by encouraging them to participate in training - both formal and informal. We offer the Volunteer Forum where they can participate in information updates, information sharing, peer support and discussion pertinent to volunteer policy.

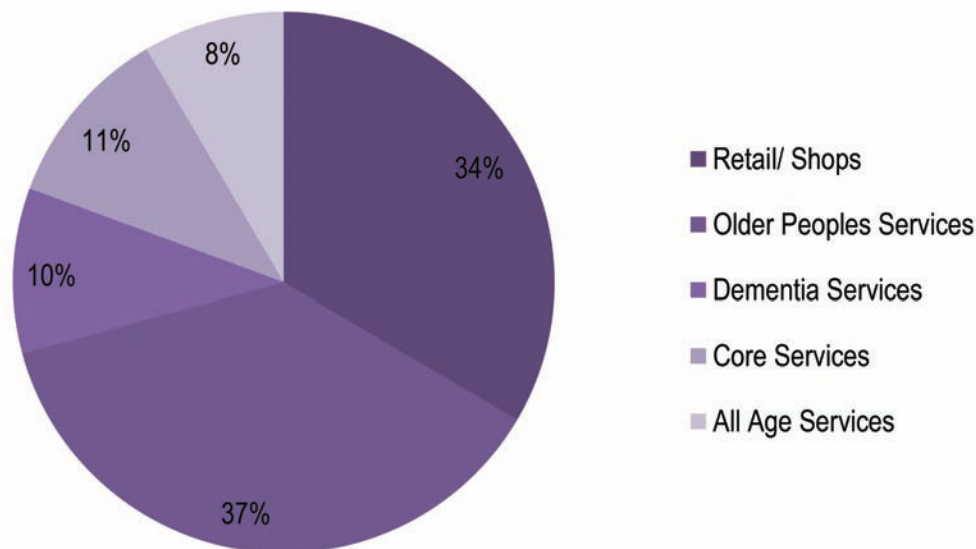
We communicate with volunteers through the Arkwright Flyer, which is now a monthly magazine offering organisational updates, development and training opportunities and provides some social context. In the year we changed the format to include an e-newsletter and, with the cost savings derived from the reduction in postage, were able to increase its frequency to monthly.

The charity continues to be dependent on the ongoing support of its volunteers, on whom it depends for the delivery of many services. Volunteers are involved in all aspects of the organisation's activities, through service provision, charity shops, administration and fundraising. During 2014/2015 120 individuals were accepted and placed as volunteers, bringing our total number of volunteers as at 31st March 2015 to 254.

In 2014/2015 these volunteers committed a total of 32,133 hours over 324 roles. An equivalent wage cost can be calculated using the Annual Survey of Hours and Earnings from the Office of National Statistics for our local area of Preston, South Ribble and Chorley, which gives an average hourly rate of £12.77, estimating that the organisation benefits from 'in kind' volunteer effort amounting to £410,338 in the financial year. The Trustees wish to publicly acknowledge this contribution, despite it not being quantified in the accounts.

Preston and South Ribble Timebank (Time4U) passed significant milestones in respect of 1,000 hours exchanged through informal volunteering, now accredited through Timebanking UK.

Volunteer placement by department



The hours that volunteers donate to the charity in their commitment in time would equate to 19 full time staff.

The organisation recognises the contribution volunteers make to it annually. Over the last few years we have held a "Volunteer Thank You" event to demonstrate to volunteers that their generosity is valued. On Friday 6th June 2014 at St Cuthbert's Church Hall, Fulwood, tea and scones were served by the staff of Age Concern Central Lancashire to the volunteers.

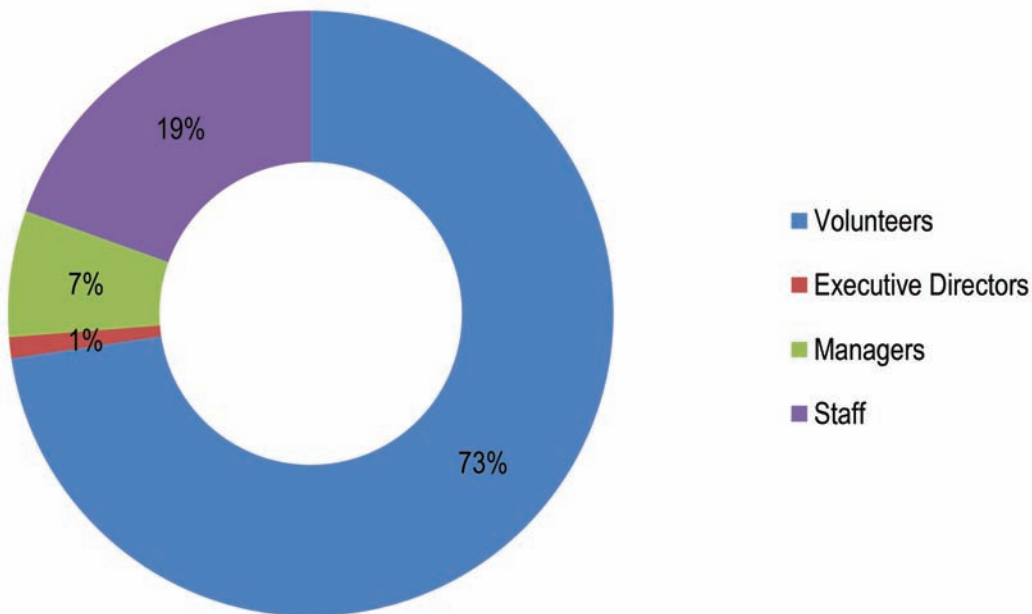
At our latest re-assessment on 20th January 2015, Allan Stevenson, IIP Specialist, included in his report that there were many evidenced examples of Investors in People practice noted, a sample of these included:

- Clear and extensive evidence of a culture that values and promotes empowerment across all areas of its operation and staff have scope to exercise control over their working situations.
- Motivation to ensure that clients' needs are met is very high and people are very focused on that topic. Customer satisfaction is closely measured and monitored with results being fed back to staff.
- A strong team ethic was evidenced throughout the review, with people being confident of support from colleagues at all levels.

In Mr Stevenson's concluding comments he stated:

“ Management and staff of Age Concern Central Lancashire are to be congratulated on their excellent performance in achieving continued recognition against the standard and on the way in which management and staff combine to deliver an exceptional service to their clients and customers. ”

Spread of people resources across the organisation



Income Generation

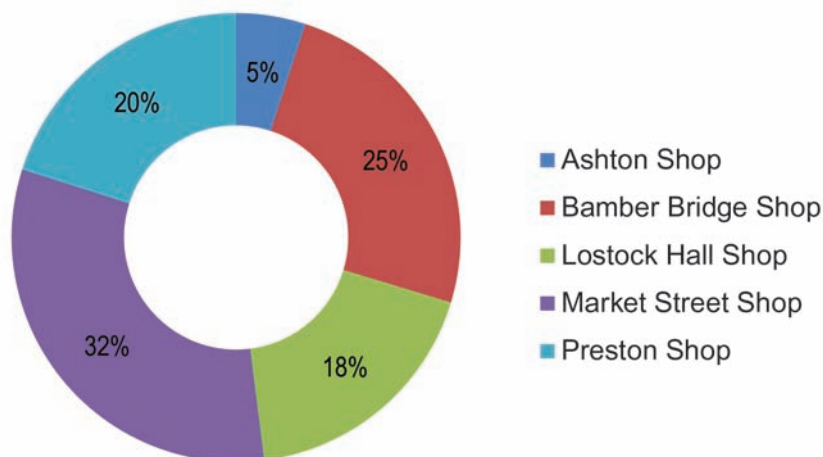
Another of our key project areas was to increase income generated from both non-charitable and charitable activities and identify and maximise additional income generation opportunities. We achieved this through:

- Continued participation as an accredited provider of Community Equipment and growth in the market for the sale of donated second hand equipment. 128 Prescriptions for mobility aids were dispensed as one of the local accredited providers.
- Successful opening of a fifth retail outlet in Ashton, Preston, and the implementation of a new Gift Aid system which will lead to an increase in unrestricted income.

£8,792.67
Was reclaimed in Gift Aid.

- The development of a partnership with the Royal Bank of Scotland, at a local level, to support our retail activities through an innovative 'Bring a Bag' ladies' evening which both generates income through fundraising and also provides donated items for resale in our shops.

Income generated through our shops



"The window display is fantastic, really tasteful and artistic."

"The people who work in your shop are always cheerful and helpful in every way. The shop window is a treat."

"Pleasant staff, window always vibrant and nicely presented, always is welcoming."

"Shop is beautiful and clean and a pleasure to browse."

Comments from customers include:

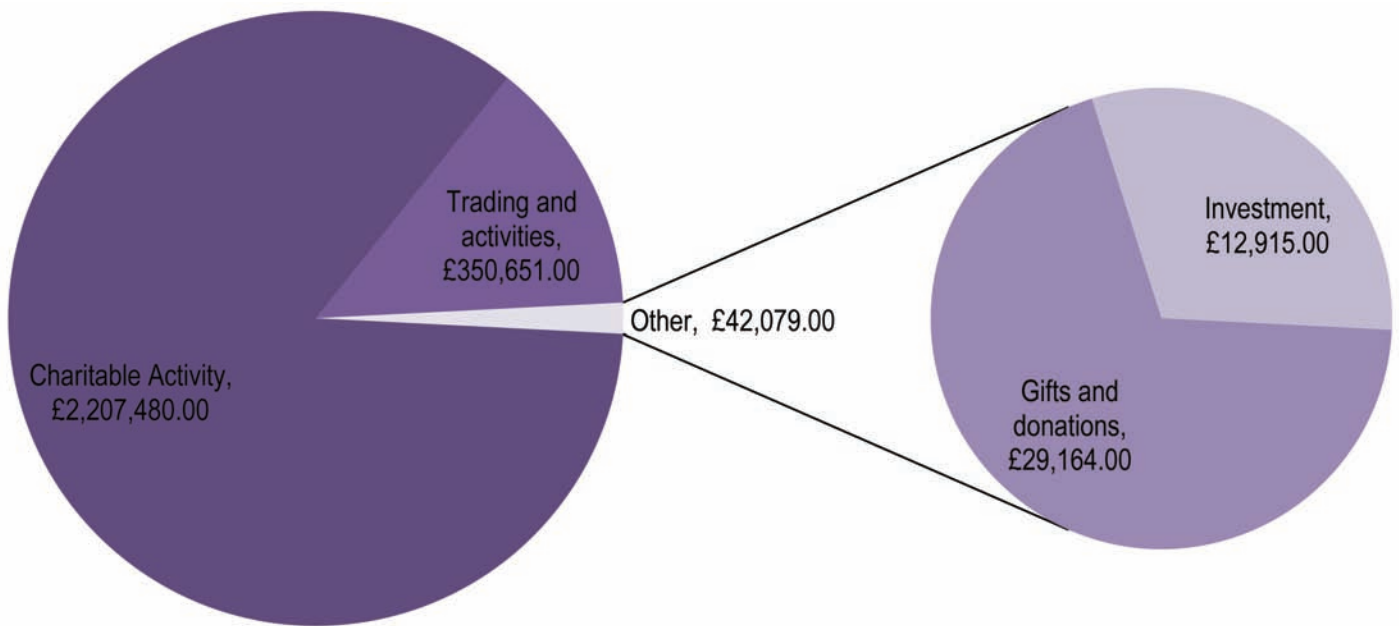
"Gorgeous shop, staff are friendly, helpful and happy."

Where the Money Goes

Income

An analysis of the financial activity in 2014/2015 highlights the following:

- The increase in income derived from donations, gifts and legacies results from a significant increase in donations from individuals, reflecting the more proactive stance of the organisation in raising awareness about the range of services and support provided, at no cost, which make a considerable impact on the lives of recipients; however, this year saw no sizeable legacies realised.
- The further expansion of our retail activities saw income rise again by a further 5%, not only providing a vital unrestricted income stream, but also a route to raise awareness about the activities of the charity.
- The continuing low interest levels on investments translated into a reduction in income for the charity; however, this was offset by a comparable increase in fundraising income in the year.
- Income from grants dropped in the year, reflecting the reducing accessibility of such funds, particularly to larger, local charities, since we can, at times, be ineligible for local funds due to our scale of income and activity, whilst at the same time being excluded from national funds because we only operate locally.
- Contract income through Lancashire County Council increased in the year, reflecting the full year status of a number of services.

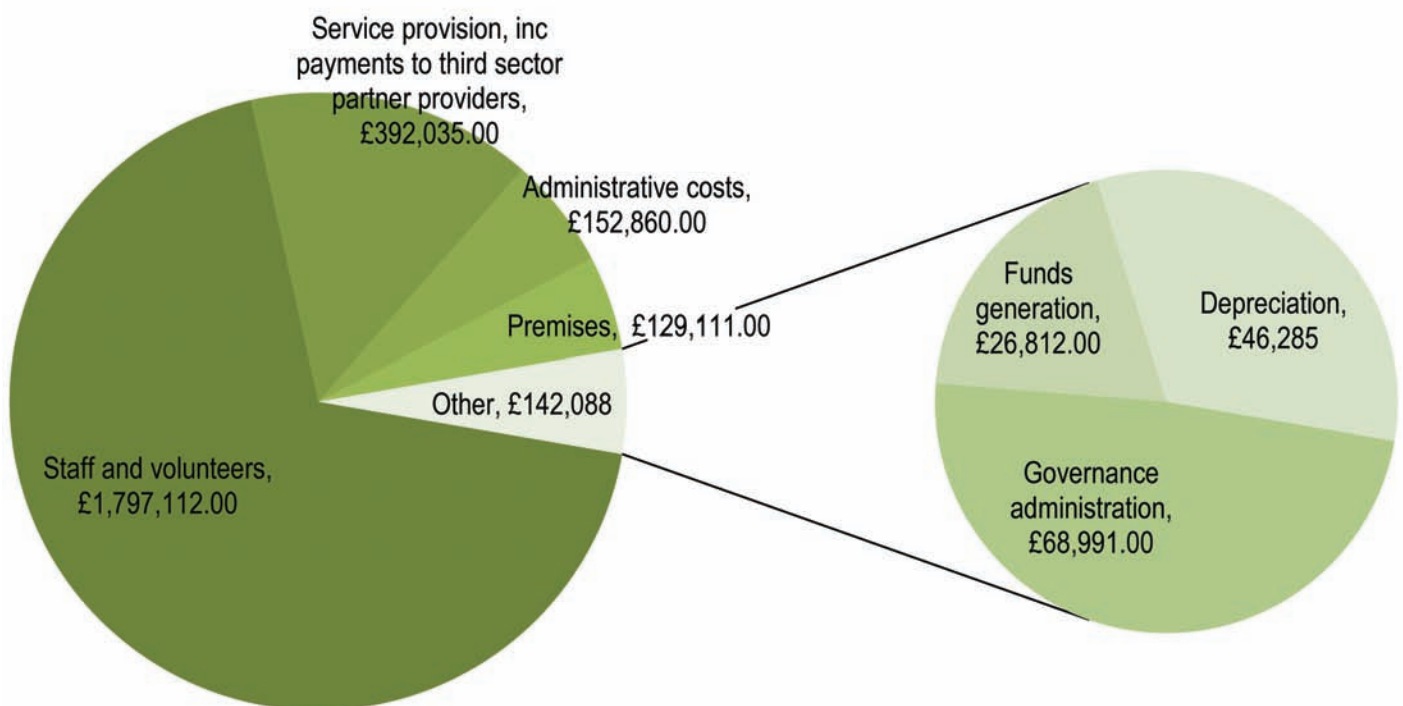


£1.00

For every £1.00 of income £0.87 goes into the support of older people.

Expenditure

- Cost efficiencies in the year can be seen in the 2.7% reduction in salary costs at a time when income remains static and services continue to grow and meet increased need.
- The addition of two new, fully adapted minibuses and a flexible vehicle carrier for use across Dementia Services can be seen in the increased depreciation charge in the year; however, these new vehicles make a significant difference to service users' experience of day support and are invaluable.
- A significant increase in prepayments made by the charity, reflecting the treatment of the professional fees expended in seeking planning permission for a major programme of work at Arkwright House.
- Funds spent on essential property repairs to Arkwright House in the year which have not been capitalised given the planned programme of work.



1,679

Supplier invoices were processed by our small team of finance staff.

£127,997

Was invested in new vehicles for use in our Day Support Services.

The Year in Numbers

£1,715,246.20

An annualised amount of benefits secured for older people through the Community Support and Information and Caring Café teams.

£410,338.41

The wage equivalent of time given by volunteers.

147,523

Items sold across our five shops.

21,900

Home visits to older people by our staff and volunteers across our Older Peoples and Dementia Services.

7,668

Sessions delivered from our day support centres for people with dementia.

50,000

Miles travelled by staff and volunteers in the support of older people.

25,690

Toe and finger nails clipped by our dedicated Foot Care Team.

1,050,383

Hits on our website.

10,825

Hours of Home Help service delivered to older people living at home.

180,153

Hours worked by the staff and volunteers across the organisation.

1,849

Referrals were made to the GP Advisor Service.

11,804

Transactions were made with individuals accessing Help Direct.

275

Individuals were referred to our Connect4 Service by GP's across South Ribble.

22

Formal complaints were made by service users, customers, members of the public.

140

Formal compliments were made by service users, customers, members of the public.

Plans for the Future

The charity has two significant challenges facing it over the next 12 months. Lancashire County Council announced, early in 2015, the cessation of a number of services supporting adult health and wellbeing which have been delivered under contract for a number of years, including the very successful Help Direct, GP Adviser and Connect4Life Projects, and opened a tender for a new Integrated Wellbeing Service.

The charity, as part of a new collaborative model with N-compass and the Richmond Fellowship, has been successful in being awarded the contract to deliver this new service from September 2015. The new service is a targeted service, focusing on people with multiple, long term conditions and expands to support those with mental health conditions.

For many years the charity has been the lead partner for the Promoting Independence services across central Lancashire and the Caring Café project across Preston, South Ribble and Chorley, with Age UK Lancashire and the Alzheimer's Society delivering elements of the work under formal subcontract agreements. This new collaboration will involve us working across all districts of Lancashire in a fully integrated delivery model, sharing the risks and responsibilities for service delivery with our partners.

The Trustees have also agreed to seek to make major improvements to the charity's Head Office at Arkwright House and, subject to receiving planning permission, the charity will need to undertake a significant fundraising campaign to raise the funds required to allow the project to move to its build stage.

The focus of the fundraising campaign will be to secure the necessary funds from trust and grant making bodies that support capital development within charities and a capital fundraiser has been engaged to support this. Fundraising in this way will ensure that the charity does not lose its focus on meeting the needs of the local older population and will not divert funds or resources away from service delivery.

As part of our ongoing internal review into efficiencies we continue to work with statutory and voluntary sector partners to identify alternative delivery structures and models which may enable more funding to be allocated to service provision and away from management costs.



Linda G Chivers
Chief Executive



What Difference Did it Make?



“Very appreciative and this will help me stop feeling as lonely. I feel much more confident now.”



“This service is extremely supportive to me; without it, it would make my life harder to cope with on top of everyday issues. I am really grateful for all you do for me and it makes me feel so happy and cared for.”



“How can I thank you? Now I have some extra income I don't feel as worried when I put my heating on. I do feel the cold as I am not very mobile; you have eased my worries.”



“Because of your help I am getting out to meet new people for the first time in two years.”



“Feeling more confident to deal with the problems ahead.”



“You may rest assured that you have helped two old people to make life that little easier in our twilight years and we shall never forget what you did. You deserve the highest praise, not for the money you got us, but for the compassion you gave to two old people.”



“The rebate plus the benefits awarded amounted to extra income of over £13,000 per year, thank you.”



“I had my nails cut for the first time and it made a big difference.”



“The steps we had to take were actually quite simple, but I just needed guidance about where to go for help and someone to support me through the process. Please can I say a huge thank you to you for all your help.”



“I am more able to cope knowing there is help out there if I need it. I am just going through a bad time at the moment and your staff helped me a lot.”



“I rely on the service; it's great. It's given me more confidence and mobility. It cannot be improved.”