



Annual Review

2014/15



FOREWORD



2014/15 has been another busy and successful year, which has seen us winning new contracts, introducing new services, increasing our membership and working with a greater number of older people,

helping them to become more socially connected, steadier on their feet, and more able to continue to live independently for as long as possible.

Most importantly, we know we are making a difference. Our performance data shows that working with Agewell leads to improvements in both the physical and mental wellbeing of our clients, which in turn reduces the pressure on the NHS and social care budgets. So it's a win, win all round.

Our largest contract continues to be with Sandwell & West Birmingham CCG. This was the second year of our 3-year contract with them and referrals more than doubled. In December, we also successfully bid for the Own Bed Instead and the Intermediate Care Flexi Bed pilot projects, also funded by SWBCCG.

In September, we were delighted to be appointed to lead on two of Sandwell Council's Community Offers for older people and to be one of the partners working on a third.

Other new contracts started this year included a 2-year research project with Birmingham University, which has seen Agewell members who have experienced an emergency hospital admission, and their carers, being interviewed about their experiences. We were also commissioned to research and map what is available for older residents in the Stockland Green ward of Birmingham.

Agewell membership increased again this year. We now have a total of 2,250 members (up 13% on last year). Our popular Agewell Local Forums, held throughout Sandwell, also continued to go from strength to strength, with over 120 older people regularly attending each month.

Keeping our website up-to-date remains a priority and analytics show an increasing audience (up 173% on last year). We also have an active Twitter account, with a growing audience, and an email database that has doubled since last year. Our popular printed magazine, leaflets and flyers continue to be invaluable in reaching our target audience too.

Our staff team increased to nine this year, as we recruited two Older People's Champions and two Postural Stability Instructors to help deliver the Community Offer projects. 15 sessional workers are also a valuable part of our team, as well as our dedicated volunteers, who between them contributed 1,290 hours (up 23% on last year). A massive thank you to you all.

I can't finish without a special mention of our Chair, Edna Barker. Amongst many other duties, she is the driving force behind our new hospital befriending service - Edna's Army - which started as a pilot in July and is now an integral part of the SWBCCG Flexi Bed project. Edna is passionate about ensuring older people get the best possible care in and out of hospital and we are very lucky to have her on the team.

I hope you enjoy reading some of the highlights from this year on the following pages. We've lots more initiatives and plans in the pipeline, so keep an eye on our website www.agewelluk.org.uk for all our latest news.

Deb Harrold, Agewell CEO.

2014/15 TIMELINE



April 2014

Agewell's CEO Deb Harrold was one of the keynote speakers at the Health & Wellbeing Social Value Conference, organised by Social Enterprise West Midlands (SEWM) at Solihull Council's Civic Suite.



October 2014

Our first AGM and Showcase Event was held at the Portway Lifestyle Centre in Oldbury. Guest speakers included Andy Williams, Accountable Officer, Sandwell and West Birmingham CCG, Toby Lewis, CEO, Sandwell and West Birmingham Hospitals NHS Trust, Cllr Yvonne Davies, Cabinet Member for Adult Social Care and Paul Slater, CEO, Sandwell Leisure Trust.



November 2014

Agewell was nominated for the SEWM Profit award, which recognises Social Enterprises with a commitment to grow.



January 2015

We teamed up with fellow social enterprise Advantage to offer a range of competitively priced and reputable products and services, from flowers and gifts, to travel insurance, stairlifts, personal alarms and pre-paid funeral plans. Each purchase results in a donation to Agewell which we use to deliver more services for older people.



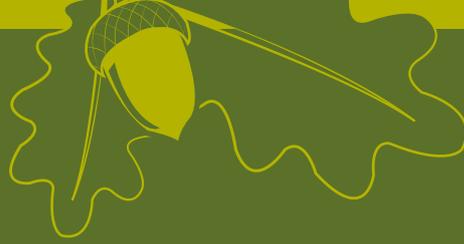
March 2015

The first Sandwell and West Birmingham Equality Awards were held, Agewell won the Voluntary Sector Large Groups award in recognition of our contribution to supporting the health and wellbeing of diverse local communities.

2014/15 AT A GLANCE



OVER 5000 OLDER PEOPLE
IN SANDWELL
AND WEST BIRMINGHAM
benefitted from our
services this year



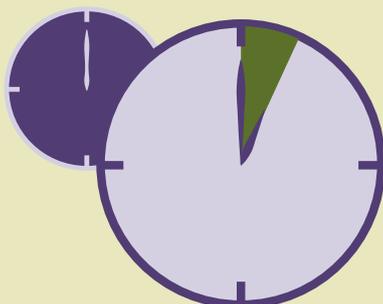
OLDER PEOPLE AT OUR HEART

Our governance structure provides a number of opportunities for individual members to get involved at a higher level in Agewell, ensuring that members voices are heard and acted upon.

Our thanks to all of the following for their hard work and valued contribution once again this year:

Advisory Committee	Chair	Vice Chair
West Bromwich Local Forum	Jessica Ferguson	Pauline Robinson
Wednesbury Local Forum	John Allen	Mavis Hughes
Smethwick Local Forum	Doris Strange	Richard Weaver
Oldbury Local Forum	Dorothy Nemedi (Acting)	Vacancy
Rowley Regis Local Forum	Clive Atkins	Josie Connor
Tipton Local Forum	Dot Abbey	Arthur Plant
Executive Board		
Agewell Directors	Deb Harrold (CEO), Pauline Withey, Kuldip Bahia	
Agewell Members	Edna Barker (Chair), Clive Atkins, Vacancy	
Non-Executive Directors	Jayne Salter-Scott, Wendy Garcarz, Steve Corton	

2014/15 AT A GLANCE



Our volunteers contributed

1,290

HOURS IN TOTAL

↑ 23% on last year

MEMBERSHIP PROFILE

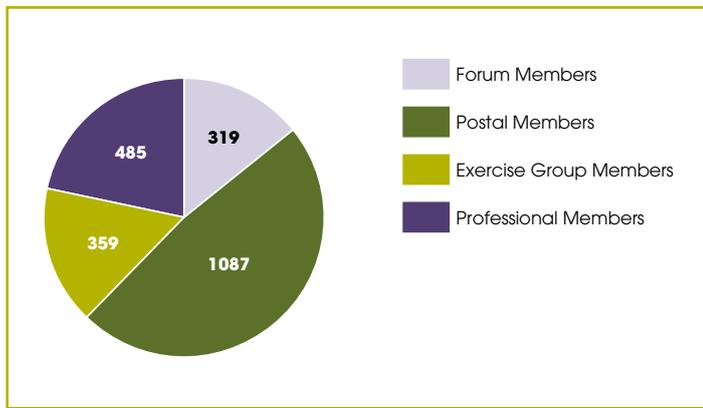
Agewell membership increased to 2,250 this year, up 13% on last year.

80% of members are older people themselves, 20% are professional members.

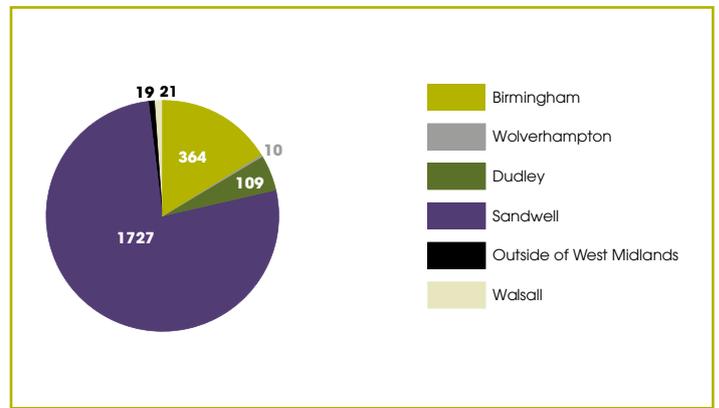
The largest growth was in professional members which increased by 34%.

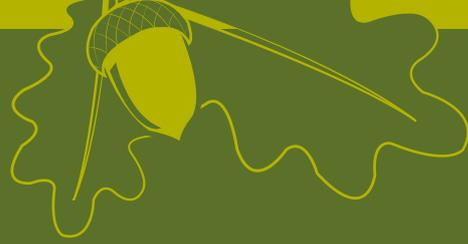
Nearly 200 individual members are from ethnic minority communities.

Membership Type



Membership by Area





OUR PERFORMANCE

Sandwell & West Birmingham Clinical Commissioning Group Contract

This was the second year of our contract with SWBCCG and it was a very successful year.

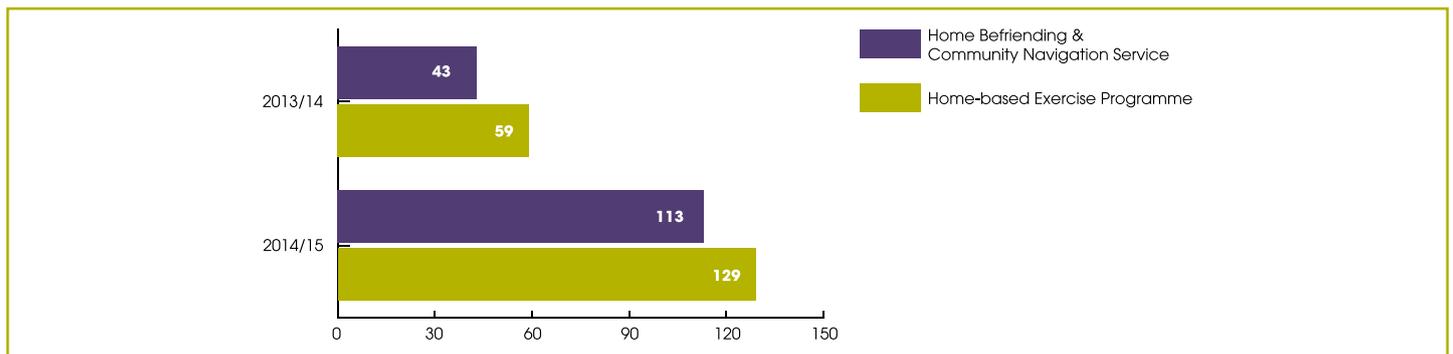
Activity increased across all service areas which include the following:

- A Home Befriending & Community Navigation service, where we undertake up to six weekly visits and establish how best to support the individual to improve their quality of life, maintain their independence and be better connected socially.
- A Home-based Exercise programme, where a qualified Postural Stability instructor works on a one-to-one basis with an individual in their own home for up to 12 weeks. The aim is to improve their strength and balance, build confidence and encourage self-care and a review of their

home environment, so they are less likely to have a fall and are more able and confident to get out and about.

- A Consultation and Engagement service, where our members give their views.
- A Peer Mentoring service, where our members engage with and inform other older people.

The number of referrals for the first two services, which are available free of charge to all older people registered with a Sandwell or West Birmingham GP, totalled 242 this year (up 137% from last year). 10 referrals were from minority ethnic communities and 65 stated they had a disability.



2014/15 AT A GLANCE

The number of referrals for our

SWBCCG

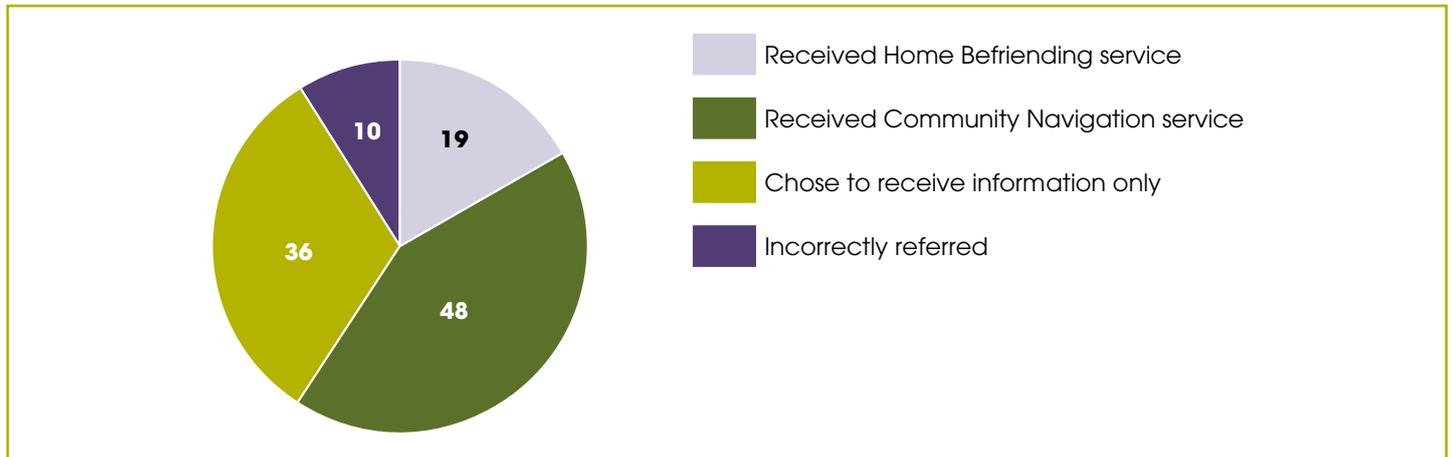
contract

increased this year by

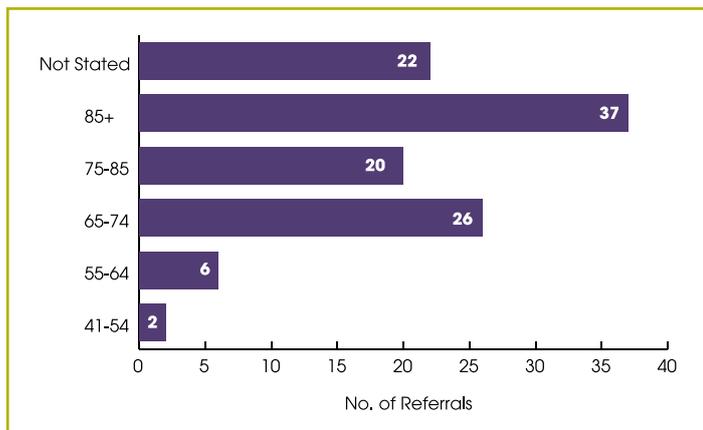
137%

Home Befriending & Community Navigation Service Results

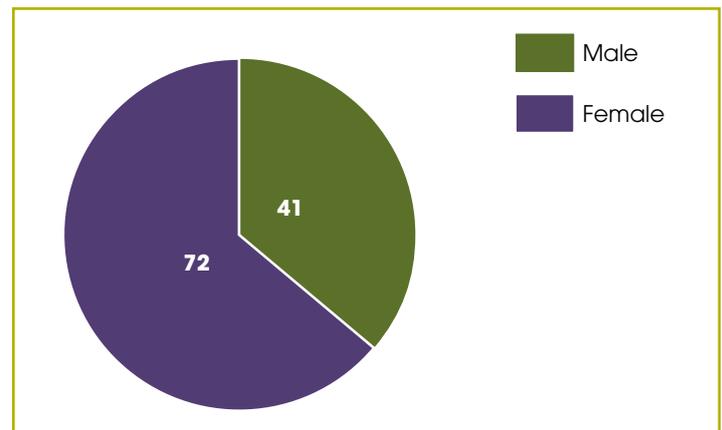
Referral Breakdown



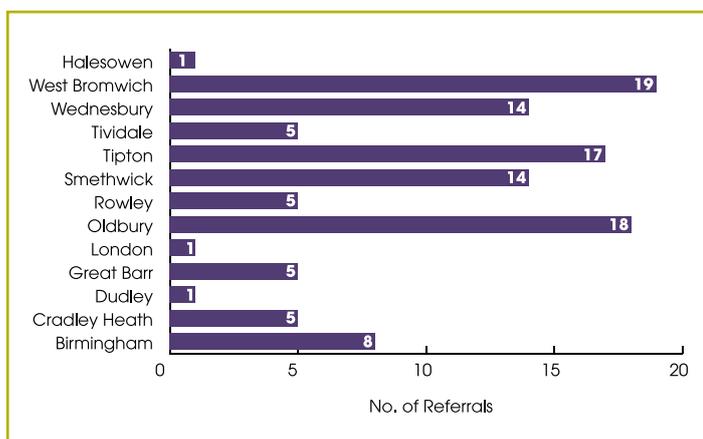
Referral by Age



Referral by Gender



Referral by Area

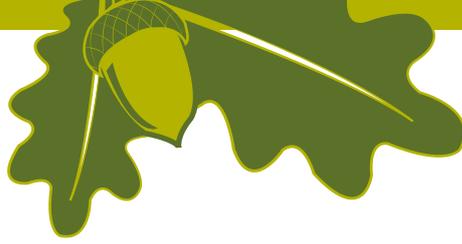


Outcomes

Validated tools were used to monitor all participants' progress as a result of the service provided.

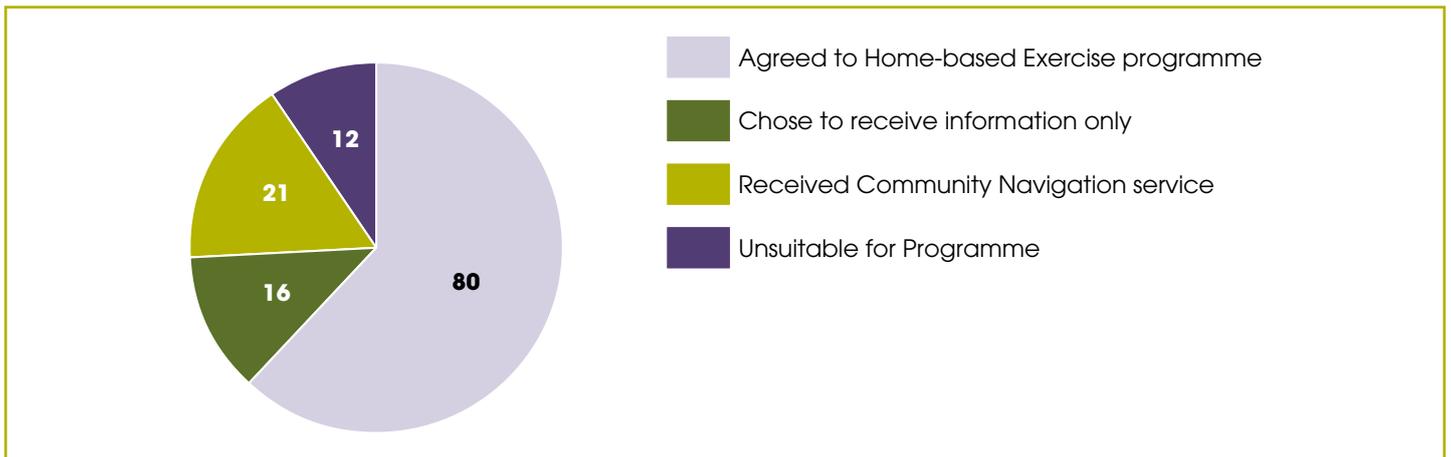
The results showed:

- A 24% improvement in mental health and wellbeing (WEMWBS)
- All participants maintained their level of general wellbeing (SF12 Assessment)

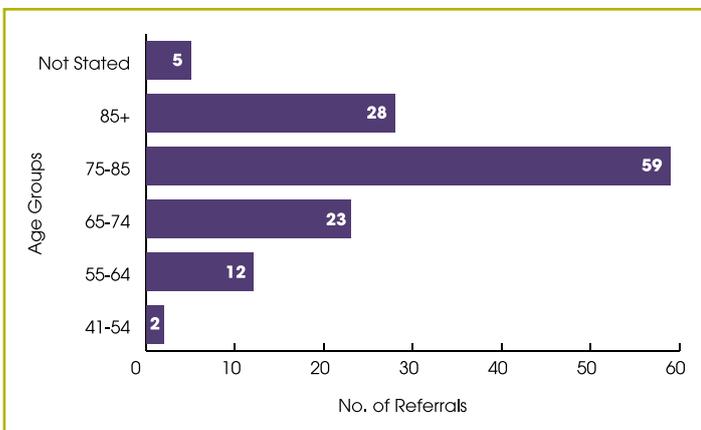


Home-based Exercise Programme Results

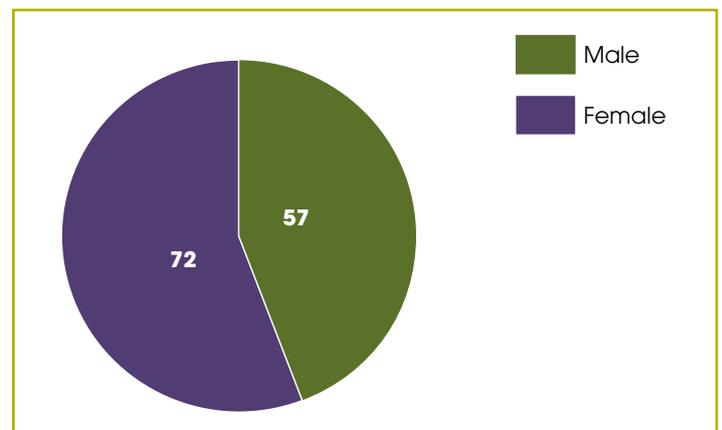
Referral Breakdown



Referral by Age



Referral by Gender



2014/15 AT A GLANCE

Across all our contracts:



231

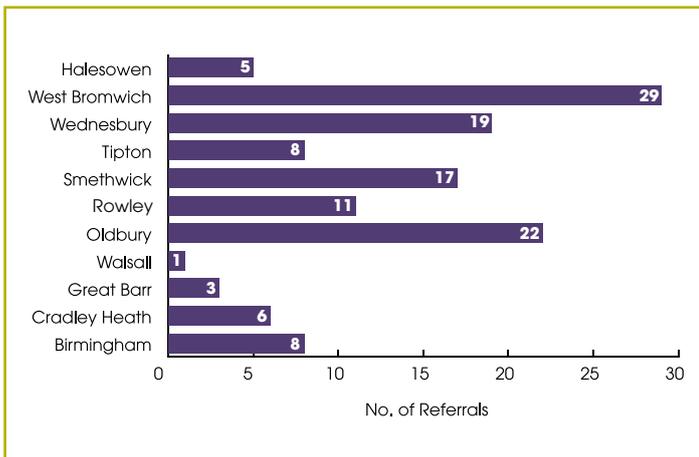
OLDER PEOPLE
were referred to us for our
Home Befriending & Community Navigation Service

161

OLDER PEOPLE
were referred to us for our
Home-based Exercise Programme



Referral by Area



Outcomes

Validated tools were used to monitor all participants' progress as a result of the service provided. The results showed:

- A 17% increase in general wellbeing (SF12 Assessment)
- A 17% improvement in mental health and wellbeing (WEMWBS)
- A 23% improvement in mobility (Functional Assessment)
- A 37% improvement in balance and confidence (Balance & Confidence Assessment)

Out of the 23 participants who had completed the programme by 31st March 2015, 4 moved on to join a weekly community-based exercise class and 12 requested regular telephone befriending. To date, no-one has had a fall.

Working with Agewell is just fantastic. We come and go as people need us, but Agewell can pick up and follow through once the patient has left the health service. They are there offering help and support all the time. They are filling a gap and helping individuals to reintegrate back into their community.

Helen Bessant

Integrated Care Services (ICARES)

2014/15 AT A GLANCE



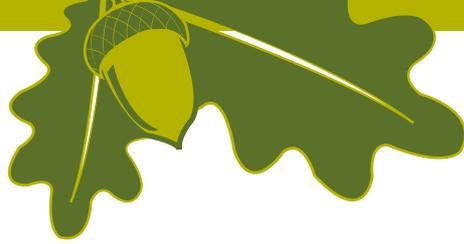
50

older people received a telephone befriending call each week



70

OLDER PEOPLE signed up for an Agewell Healthy Passport



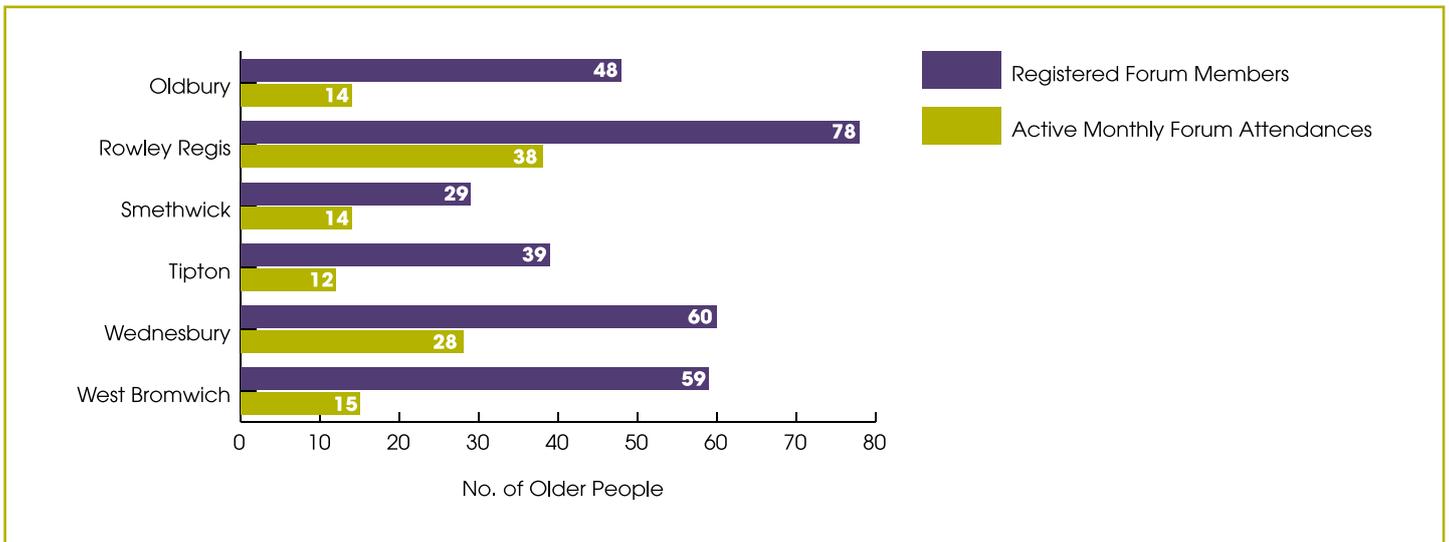
Agewell Local Forums

These popular monthly Forums are held across Sandwell and provide an opportunity for older people to come together socially and find out what's happening locally, regionally and nationally that may affect them and other older people.

They are free to attend and each has a Chair and Vice Chair who volunteer their time to run them.

This year, registered Forum members totalled 313. On average, over 120 older people attended the Forums each month.

FF *I decided to take the plunge and go along to Agewell's Rowley Regis Local Forum and I'm so glad I got involved. Everyone is here to learn something new and to mix with other people, so we're all in the same boat. The Forums are an excellent way to get to know new people in a relaxed environment which is a really good thing for me.* **FF**



2014/15 AT A GLANCE

NEARLY 200 Agewell members are from ethnic minority communities



AGEWELL membership increased this year by **13%** to

2,250

The Forums provide a valuable vehicle for SWBCCG, Sandwell Council and other partners, to interact with local older people and hear their views.

This year our members have contributed to the following:

- NHS Central Care Records consultation on how individuals' records are held on the centralised computer system.
- Black Country Partnership Foundation Trust encouraged members to apply for governor vacancies.
- NHS Muscular Skeletal Services consultation on how services including rheumatology and arthritis care should be redesigned.
- SMBC Library Services gained feedback on whether they are meeting their Service Promise.
- NHS Urgent and Trauma Care consultation on how services should be delivered when the new Midland Metropolitan Hospital is built.
- NHS Cardiology Services consultation on how to centralise services with the arrival of the new hospital.
- Members of Rowley Forum were consulted on the proposals for traffic management to ease congestion in Blackheath.

We also welcomed a number of key speakers to the Forums this year. Topics covered included:

- Financial planning and advice
- Safeguarding adults
- Scambusting
- Home care
- Local history
- Sandwell Council's Community Offer
- Probate and powers of attorney
- Dementia Friends
- Neighbourhood Services
- Arthritis Care
- Crime Prevention Panel
- Action on Hearing Loss
- Getting online and digital inclusion
- Fire safety
- Sandwell HUB
- Local policing
- Saving energy

2014/15 AT A GLANCE

MORE THAN
120
AGEWELL
MEMBERS

regularly
attended
our monthly
Local Forums
across
Sandwell



Peer Mentoring Activities

Flu Campaign

Helping GP surgeries across Sandwell and West Birmingham to encourage older people to have their free flu, pneumonia and shingles vaccinations, is also part of the SWBCCG contract and proof of how successful peer mentoring can be.

- This year, we worked with nine GP surgeries, from which we telephoned a total of 1,143 patients who had not attended the surgery for their flu vaccination.
- The surgeries we worked with were: Bearwood Medical Centre in Smethwick; Bearwood Road Surgery in Smethwick; Handsworth Wood Medical Centre; Laurie Pike Health Centre in Aston; Neptune Health Centre in Tipton; Oakeswell Surgery in Wednesbury; Regis Medical Centre in Rowley Regis; Smethwick Medical Centre; and Warley Medical Centre in Oldbury.
- Agewell staff and six volunteers carried out the telephoning.
- We worked in pairs, spending a half day session at each surgery.
- Approximately 150 calls were made during each session.
- We worked for some surgeries more than once.
- We also provided support at Saturday Walk-in Clinics at Regis Medical Centre and Neptune Health Centre during October.
- A total of 565 patients attended four clinics at Regis Medical Centre to get their flu vaccination, and several hundred patients came along to the Saturday clinic at Neptune Health Centre.
- We helped out on reception, chatted to patients about any issues we could help with and handed out information about Agewell.

Patient Summits

We work closely with the SWBCCG engagement team and continued this year to encourage Agewell members to get involved with patient groups at their local GP surgeries.

Agewell Chair, Edna Barker, and the Chairs and Vice Chairs of the Agewell Local Forums, all regularly attend Patient Summit meetings, organised by the CCG, which enable patient representatives from different GP practices to go along and find out more about the work of their local NHS.

They put forward their views and keep other Agewell members in the loop by reporting back through the Local Forums.

Other Representation

Agewell is an established voice for older people. This year our staff and members attended more than 65 events hosted by SWBCCG and others. They also represented Agewell on a range of local, regional and national Boards and organisations including:

- Aston Research Centre for Healthy Ageing (ARCHA)
- SCIPS
- Wednesbury 2000
- Dementia Action Alliance
- Sandwell Safeguarding Adults
- SCVO's Health & Social Care Forum

Own Bed Instead and Intermediate Care Flexi Bed Pilot Projects

We began working on these two pilot projects in January 2015, offering a number of services including:

- Visiting patients during their stay in hospital, particularly those who do not have visitors and those whose carers need respite.
- Reviewing a patient's home environment before they are discharged, including setting up a bed in a room of their choice and arranging any necessary minor home improvements to ensure their safety at home.
- A Home Befriending service for 6 – 12 weeks following discharge, plus a weekly telephone call for up to three months thereafter. This includes a Community Navigation service to ensure the individual and their families are aware of all the health, social care and community services available to them and, where necessary, supporting access to these services.
- Access to a Home-based Exercise and / or Community-based Exercise programme delivered by qualified Postural Stability Instructors.

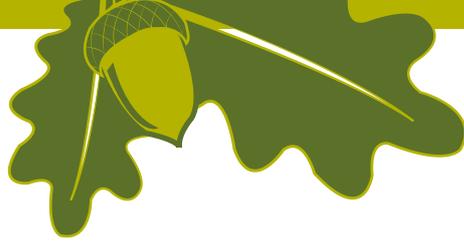
Results to date (January 2015 to March 2015) are as follows:

- 25 referrals in total.
- Over three quarters (76%) of the patients referred live on their own (widowed or single). Just 1 in 5 are married.
- 100% of the patients referred are aged over 75. More than half (52%) are over 85.
- Over two thirds (68%) of the patients referred are female. Just one third are male.
- 6 out of 10 patients agreed to an Agewell service or another service recommended by us. 3 out of 10 asked for information only at this stage. Our service includes keeping in touch by telephone over the next few months to see if they change their minds.



Our aim is to prevent relapses and failed discharges from hospital. Agewell has access to a wide range of services and support in the community which is helping to empower and re-enable individuals and help with their social inclusion. Agewell is a valuable part of the model we are trying to create, enabling individuals to return to their own homes from hospital with ongoing support so they can remain independent.

Kim Roberts
Manager, D47 Re-ablement Unit, City Hospital



Sandwell Council's Community Offers

Blackheath, Cradley Heath and Old Hill Community Offer

Agewell is the lead partner for this Community Offer for older people aged 65+, working with Black Country Housing, BUDS, Cares Sandwell and Mytime Active.

The focus is to encourage local older people to take their own steps towards becoming healthier and happier.

Services include:

- A Home Befriending and Community Navigation service delivered by our Older People's Champions, who also encourage individuals to sign up for an Agewell Healthy Passport.
- Support for carers of older people, including carer training.
- Support in getting a diagnosis of dementia and for those already with a diagnosis.
- A small grants scheme for home adaptations.
- A walk from home service.

Results to date (October 2014 to March 2015) are as follows:

- 161 referrals in total.
- 19 participants from ethnic minority communities.
- 56% of participants agreed to the befriending service, 44% signed up for an Agewell Healthy Passport.
- 7 out of 10 participants are female.
- The most popular age group (33%) is between 75 and 84.
- 1 in 3 participants live on their own.



Taking part in Agewell's Healthy Passport has helped me to get out and about again. If you're not careful, you get to the point where you stay in all the time and you even start to forget what day it is. It's so good to be in contact with the outside world again.

I felt so lost when my husband died. I don't feel old and I want to get out and about but it's so hard on my own. Agewell Older People's Champions Karen and Steve have been very kind and supportive. They've helped me move home, taken me to a local exercise class, helped me sort a problem with a telephone bill, and are teaching me to use a computer. I'm feeling so much more positive now.



Great Barr, Yew Tree and Newton Community Offer

Agewell is the lead partner for this Community Offer for older people aged 65+, working with BUDS, Cares Sandwell and Mytime Active.

The focus is to help local older people who have had a fall or who are at risk of falling to become steadier on their feet,

Services include:

- A Home-based Exercise Programme delivered by qualified Postural Stability instructors to improve balance, co-ordination, muscle strength and confidence. Includes self-care advice and signposting.
- A walk from home service.
- New community-based weekly exercise classes.
- Support for carers of older people, including carer training.
- Support in getting a diagnosis of dementia and for those already with a diagnosis.

Results to date (October 2014 to March 2015) are as follows:

- 90 referrals in total.
- 14 participants from ethnic minority communities.
- 1 in 3 participants signed up for the Home-based Exercise Programme. A further one third opted for a community-based exercise class and the final third asked for information only or were signposted to other local services.
- 8 out of 10 participants are female.
- The most popular age group (41%) is 85+.
- 6 out of 10 participants live on their own.



I have been taught a number of exercises which help keep me moving and I continue to do them every day on my own now. They are really helping me to stretch and make my legs feel stronger. They are helping my balance too and I feel more confident about getting out and about. I walk up to the hairdresser's now and it's lovely to get out under my own steam again.

I have found the exercise classes enormously beneficial. They really get you moving and they show you how you should be doing things to reduce your risk of over-balancing and falling. I really do feel I am starting to regain my confidence now. It's a gradual process but I've been to the shops three times on my own now and each time it gets a little easier. Until recently, I had to rely on my daughter to take me out. I even used Ring and Ride the other day. Being able to get out and about on my own is very important to me and Agewell has helped to give me back some of the independence I had lost.



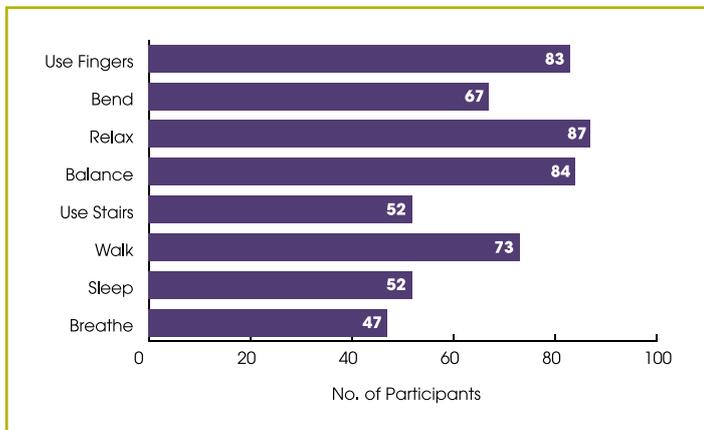


Agewell Community-based Exercise Classes

This year, Agewell ran 21 weekly exercise classes across Sandwell for older people aged 60+ and younger adults who have mobility problems. 12 were gentle exercise classes, 9 were falls prevention classes run by qualified Postural Stability instructors.

By providing opportunities for older people, including those with long term conditions such as Parkinson's disease, MS and early onset dementia, to participate in safe, effective and appropriate physical activity we are looking to increase life expectancy, maximise independence, re-ablement and wellbeing, as well as reduce the risk of fractures and serious injuries from falling and the fear of falling in older people.

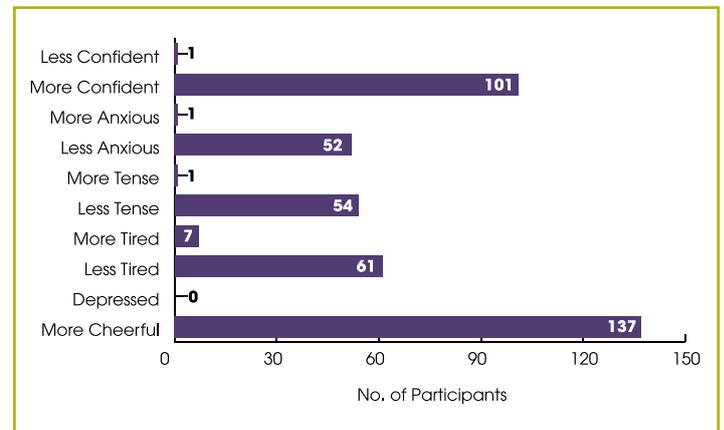
Since joining the class participants have found it easier to:



Results for 2014/15 were as follows:

- 359 registered participants.
- 58 participants stated they have a disability.
- 21 weekly classes in community venues across Sandwell.
- 160 participants completed our annual evaluation which showed just 10 of them had a fall this year and only 3 had to go to hospital as a result of falling.

The classes have a big impact on participants' mental wellbeing too, making them feel:



2014/15 AT A GLANCE

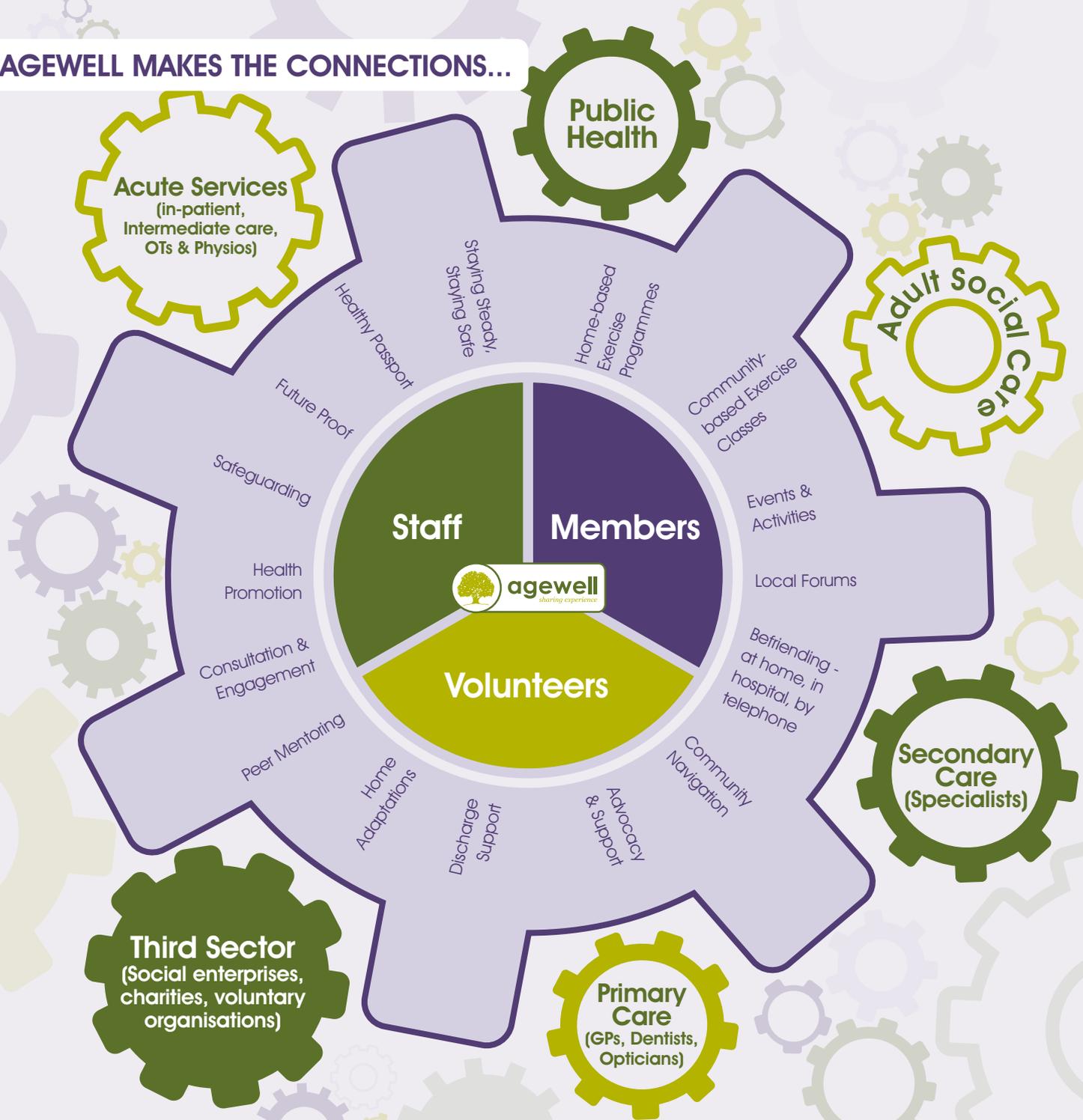


We ran 21

COMMUNITY-BASED EXERCISE CLASSES

for older people each week

AGEWELL MAKES THE CONNECTIONS...



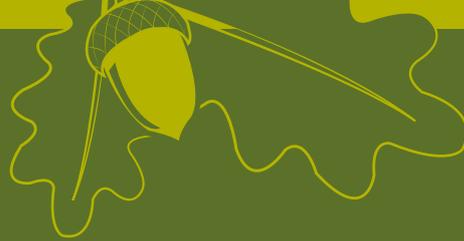
...AND MEETS THE OBJECTIVES OF ALL ORGANISATIONS WORKING WITH OLDER PEOPLE.

For Older People

- ▲ Improved quality of life
- ▲ Improved physical & emotional health & wellbeing
- ▼ Reduction in injuries due to falls
- ▼ Reduction in no. of medications
- ▲ Increased ability to self-care, manage long term conditions and live independently for as long as possible

For Commissioners/Organisations

- ▼ Reduction in inappropriate demand on GPs, A&E and Ambulance Services
- ▼ Reduction in avoidable emergency hospital admissions
- ▼ Reduction in re-admission to hospital
- ▼ Reduction in permanent admissions to residential and/ or nursing care homes
- ▼ Reduction in social isolation, emotional distress, depression & anxiety and cognitive decline
- ▲ Increased uptake of vaccinations and health screening programmes
- ▲ Increased re-ablement
- ▼ Reduction in inequality of life expectancy
- ▲ Increased signposting, partnership working and co-production



WHERE THE MONEY CAME FROM...

	2014/15	2013/14
Income		
SWBCCG (NHS)	£320,850	£345,136
SMBC Community Offer	£100,000	-
SMBC Admin Support	-	£33,963
OBI/Flexi Bed	£25,000	-
Fixed Assets	£19,147	£32,877
Community-based Exercise Classes	£9,185	£10,746
Mytime Active	£2,333	£8,895
Birmingham University	£2,000	-
Sandwell Leisure Trust	-	£1,500
Miscellaneous	£700	-
Local Forums	-	£685
Total	£479,215	£433,802

Partnership working



Sandwell and West Birmingham Clinical Commissioning Group



Sandwell and West Birmingham Hospitals 
NHS Trust

...AND HOW IT WAS SPENT

	2014/15	2013/14
Direct Costs		
Purchases	£39,600	£7,423
Sessional Workers	£35,311	£28,330
Total	£74,911	£35,753
Administration Costs		
Salaries and On Costs	£156,544	£139,720
Employees Pensions	£14,691	£14,714
Insurance	£7,244	£4,590
Printing, Postage & Stationery	£9,632	£4,701
Software Costs	£1,185	-
Telephone	£5,053	£3,924
Travel & Mileage	£5,457	£4,890
Bank Charges	£48	-
Consultancy Fees	£10,074	£2,953
CRB Checks	£216	£317
Training Costs	£2,935	£1,728
Subscriptions	£2,299	£2,738
Equipment Hire & Maintenance	£758	£1,642
Advertising	£18,633	£15,148
Hospitality Costs	£15,674	£14,159
Rent & Rates	£13,550	£15,911
Accountancy	£2,042	£2,483
Depreciation	£6,383	£8,454
Total	£272,418	£238,072

Agewell has moved...



Executive Board members outside the Agewell Community Hub for older people in Old Hill High Street.

For more information about Agewell and our services for older people, contact us as follows:-

Agewell CIC,
3-4 Trinity Centre,
Halesowen Road,
Cradley Heath,
West Midlands,
B64 6HU

T: 0121 796 9333
F: 0121 227 1978
E: info@agewelluk.org.uk
W: www.agewelluk.org.uk



agewell
sharing experience