



# Annual Review

2016/17



# FOREWORD



**When Agewell left the NHS back in March 2013 to become an independent social enterprise, we were awarded a 3-year contract with Sandwell and West Birmingham Clinical Commissioning Group.**

New relationships and contracts have been developed and won since then, but the CCG contract continued to provide the majority of our income.

The challenge for 2016/17 was to turn a number of proposals into signed contracts to ensure that Agewell had a long term future. Not an easy task in the current economic climate, but one we were determined to give our best shot.

## WELL, THE GOOD NEWS IS AGEWELL IS CERTAINLY HERE TO STAY!!

We started the year with confirmation of a 1-year extension to the CCG contract, as well as a new 12-month contract with Sandwell Council's Public Health team, where our remit was to encourage older people across the borough to get more physically active.

We successfully delivered the second year of our 2-year Community Offer contract with Sandwell Council, as well as a 12-month pilot project, Bridging the Gap, working with iCares staff at Rowley Regis Hospital to help reduce readmission rates for their patients.

We also took over the running of the hospital shop in the Outpatients Department at Sandwell Hospital which opened for business on Monday 4th April.

12 months on and the shop continues to go from strength to strength providing a much needed service for hospital staff, patients and visitors alike. Open Monday to Friday with a trolley round to all wards at least once a day and some 20 volunteers supporting Agewell staff.

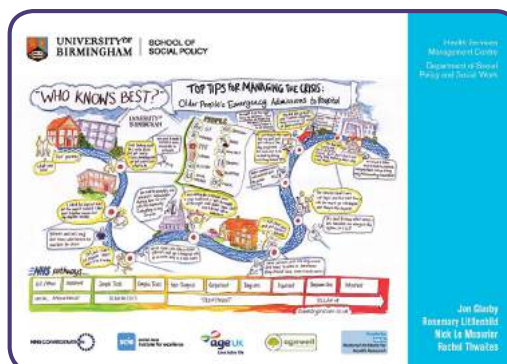
As the year progressed, we secured other contracts with local partners including a lottery grant with Sandwell Leisure Trust to run Active Bingo sessions across Sandwell, and started working with the University of Birmingham on their REACT study.

December saw the publication of 'Who Knows Best', a good practice guide from the University of Birmingham containing top tips for managing the crisis of older people's emergency admissions to hospital.

Agewell was part of a national 'Sounding Board' of organisations overseeing the project and Agewell members made up the project's Older People's Reference Group which ensured that older people's voices were included at all stages of the research.

In January we launched a new Agewell Services Pack as part of our proactive approach to securing new contracts.

Then in March, just before the end of the financial year, we received the news we had been waiting for. We successfully secured two new contracts – the Sapphire Service and Kingfisher Buddies - both of which you will read more about in next year's Annual Review.



*Deb Harrold*

**Deb Harrold, Agewell CEO ●**



# OLDER PEOPLE AT OUR HEART

**Our governance structure provides a number of opportunities for members to get involved at a higher level in Agewell.**

We are very grateful to all of the following for their continued hard work and valued contribution.

Advisory Committee	Chair	Vice Chair
West Bromwich Local Forum	Kathleen Ebanks	Tony Williams
Wednesbury Local Forum	John Allen	Mavis Hughes
Smethwick Local Forum	Doris Strange	Richard Weaver
Oldbury Local Forum	Dorothy Nemedi	Val Hickenbottom
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, Dot Abbey	
Non-Executive Directors	Jayne Salter-Scott, Wendy Garcarz, Steve Corton	

## VOLUNTEERING FOR AGEWELL

Agewell volunteers are quite simply our lifeblood. We are only able to achieve so much, and to make such a difference to the lives of so many older people because of their invaluable help and support.

The number of volunteers increased this year with many new faces joining the team to help run the Hospital Shop.

Overall our volunteers contributed a total of 4,196 hours (up 70% on the previous year).

**A massive thank you to you all.**

## AGEWELL MEMBERSHIP



**77%** are older people themselves  
**23%** are professional members



**8** out of **10** are women, **2** out of **10** are men

**1 in 10** aged 41-64

**4 in 10** aged 75-84

**3 in 10** aged 65-74

**2 in 10** aged 85+

Nearly **150** individual members are from Black, Asian and Minority Ethnic (BAME) Communities

# AGEWELL IN ACTION

## 2016/17 FACTS & FIGURES



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

**AGEWELL**  
membership  
increased  
by **4%** to

**2,485**



**60**

older people received a telephone  
befriending call each week

Across all our contracts



**1,140**

**OLDER PEOPLE**  
were referred to Agewell  
↑ **40%** on last year

40+ volunteers contributed

**4,196**

**HOURS IN TOTAL**

↑ **70%** on last year



**331**

**OLDER PEOPLE**

are registered  
**AGEWELL LOCAL FORUM**  
members

We ran

**13**

**COMMUNITY-BASED  
EXERCISE CLASSES**  
each week, which

**290**

**OLDER PEOPLE**  
regularly attended



**30% ↓ 0.02%**



reduction in  
readmission  
rate at **ROWLEY HOSPITAL**  
as a result of  
**AGEWELL AND  
ICARES PARTNERSHIP**

**191**

**OLDER PEOPLE**  
signed up for  
**STAYING STEADY  
STAYING SAFE**  
self-help guide



# AGEWELL IN ACTION

## STAYING STEADY, STAYING SAFE WITH AGEWELL

**191 older people** signed up for this service, funded by Sandwell Council's Community Offer and Public Health.

All participants received a copy of Agewell's comprehensive self-help guide and were supported with follow-up phone calls to help them complete the booklet.

### Results showed:



**7 out of 10** completed the booklet,  
**3 out of 10** started but did not finish



**8 out of 10** were women, **2 out of 10** were men



**1 in 10** aged 41-64 / **2 in 10** aged 65-74  
**5 in 10** aged 75-84 / **2 in 10** aged 85+

### Pre-booklet

**46%** had had a fall  
**71%** were afraid of falling



### Post booklet

**19%** had had a fall  
**59%** were afraid of falling

### ON COMPLETION OF THE BOOKLET:



**4 in 10**

exercising more than before



**5 in 10**

undertaking same level of exercise



**1 in 10**

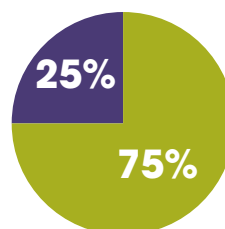
exercising less than before

## GETTING ACTIVE WITH AGEWELL

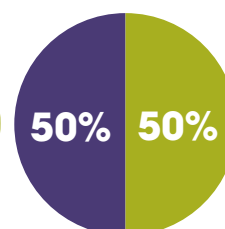
**483 referrals** were received for this project, funded by Sandwell Council Public Health.

Each person was contacted by Agewell and encouraged to attend one of 28 weekly exercise classes or groups at community venues across the borough. These were a mixture of Agewell-run classes and those run by other organisations.

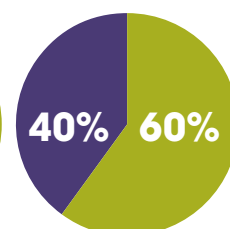
### Results showed:



**25%** were women  
**75%** were men



**50%** were aged 41-74  
**50%** were aged 75+



**40%** attended a class  
**60%** did not attend

### Community classes / groups with more than 10 attendees:

Cape Centre	15
Jubilee Centre	18
Portway Lifestyle Centre	58
Queensridge Court	13
Regis Medical Centre	13
Ryders Green Centre	14
St Bernards	15
St Nirankari	18
Walker Grange	18
Wednesbury Town Hall	21
West Bromwich Leisure Centre	10
Yew Tree Community Centre	12

### As a result of taking part in the classes, participants experienced:



**7%**

Improvement in general wellbeing



**6%**

Increase in mobility



**11%**

Improvement in confidence and balance





## WHERE THE MONEY CAME FROM...

	2016/17	2015/16
<b>Income</b>		
SWBCCG (NHS)	£280,000	£298,391
SMBC Community Offer	£94,823	£185,220
OBI/Flexi Bed	£14,904	-
Mytime Active	-	£2,956
Community-based Exercise Classes	£21,656	£19,995
SWBH	£16,326	£4,000
OPAP Public Health	£49,435	-
Awards For All Lottery	£9,985	-
Fixed Assets	£14,848	£17,972
Agewell Shop - SWBH	£37,805	-
Birmingham University	-	£3,750
Agewell Spoke - Oldhill	-	£6,093
Miscellaneous	-	£683
<b>Total</b>	<b>£539,783</b>	<b>£539,060</b>

### Partnership working

**DAA** Dementia Action Alliance



UNIVERSITY OF  
BIRMINGHAM



LOTTERY FUNDED



Social Enterprise UK  
Certified Member



Sandwell  
Metropolitan Borough Council



Your  
Trust  
Charity  
making everyone matter



Sandwell and West Birmingham  
Clinical Commissioning Group



COMMUNITIES  
IN SYNC



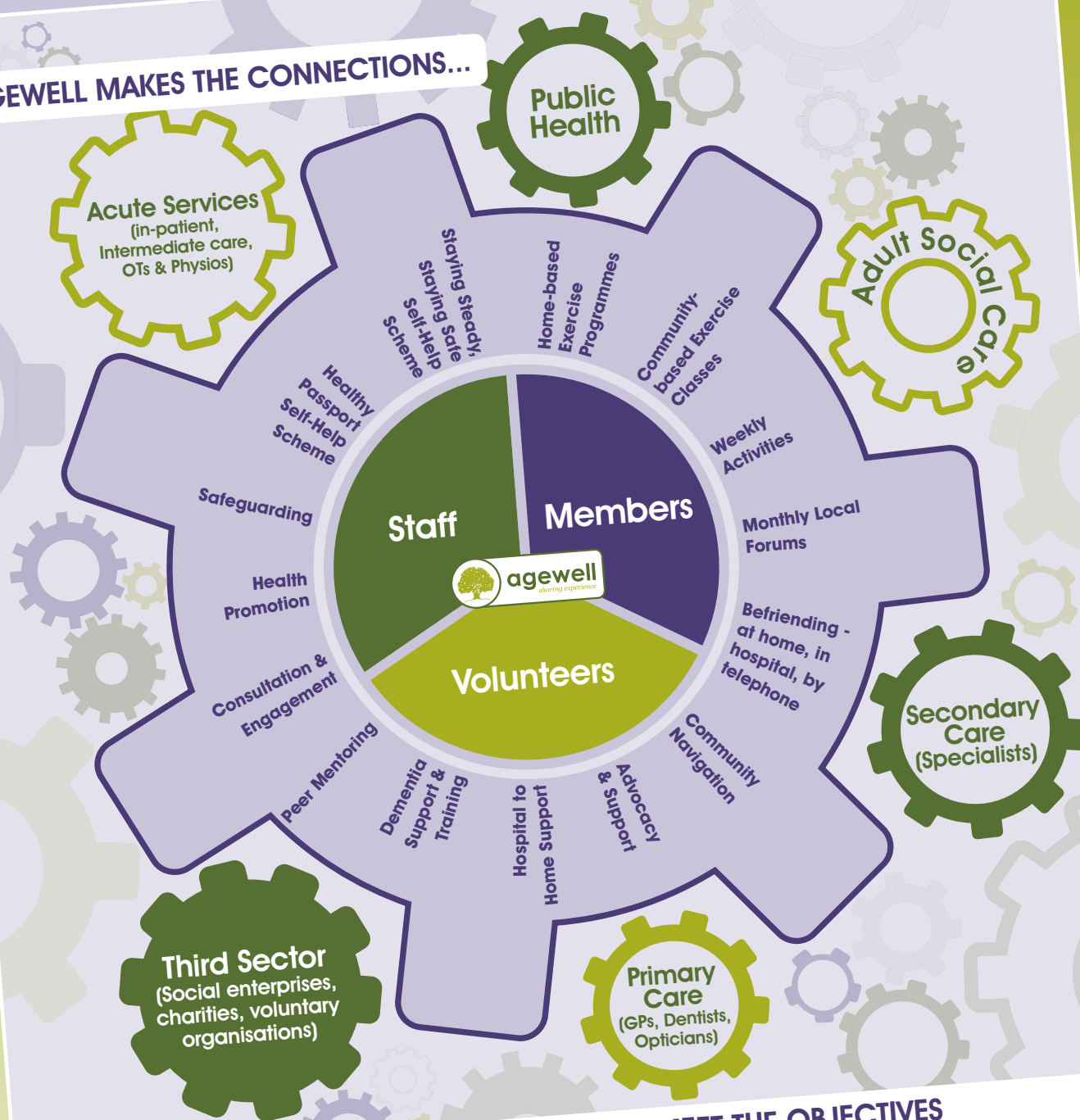
Sandwell and West Birmingham Hospitals **NHS**  
NHS Trust



## ...AND HOW IT WAS SPENT

	2016/17	2015/16
<b>Direct Costs</b>		
Purchases	£39,021	£65,095
Sessional Workers	£42,292	£36,254
Hospital Shop Purchases	£17,069	-
<b>Total</b>	<b>£98,382</b>	<b>£101,349</b>
<b>Administration Costs</b>		
Salaries, Redundancies & On Costs	£207,977	£180,327
Pensions	£15,269	£13,169
Insurance	£7,103	£7,146
Printing, Postage & Stationery	£4,884	£4,948
Software Costs	£607	-
Telephone	£9,122	£6,867
Travel & Mileage	£5,572	£8,196
Bank Charges	£81	£60
Consultancy Fees	£19,849	£22,835
Legal Fees	-	£1,670
CRB Checks	£451	£92
Rent & Rates	£9,721	£7,281
Heat, Light, Power & Water	£325	£3,002
Accountancy	£1,155	£4,838
Subscriptions	-	£7,993
Equipment Hire & Maintenance	£1,916	£967
Repairs & Renewals	-	£4,883
Advertising	£16,420	£16,505
Hospitality Costs	£13,051	£13,054
Training Costs	-	-
Depreciation	£5,207	£5,991
<b>Total</b>	<b>£318,710</b>	<b>£309,824</b>

**AGEWELL MAKES THE CONNECTIONS...**



**...AND PROVIDES SERVICES WHICH MEET THE OBJECTIVES  
OF ALL ORGANISATIONS WORKING WITH OLDER PEOPLE**

**For more information about Agewell and our services,  
contact us as follows:**

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**E: [info@agewelluk.org.uk](mailto:info@agewelluk.org.uk)**

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**agewell**  
sharing experience