

Age UK Mid Mersey

- Part of a National framework but Independent.
- Areas of benefit include;
 - Halton, St Helens, Knowsley, Warrington
- Runcorn Church street & Widnes market sites
- 38 staff, 152 Volunteers, £1m T/O
- ***“To promote improved quality of life and empowerment for older people and their carers”***. (*One Halton priorities 2017-2022)



Love later life!

Our range of services include:

- **Information, signposting and advice – Benefits, H&SC, Housing, Ageing, legal and end of life planning.**
- **Engagement and Influencing**
- **Social Inclusion, (loneliness & Isolation, befriending, volunteering)**
- **Installation Services – alongside council**
- **Strategic Stakeholder representation (Range of board level influencing, Safeguarding, Dom care, Older People Partnership Board, Loneliness, frailty and transport groups,**
- **Older Carers strategic input and development**



Added Value

“We reach, engage and support over 275,000 local people across Merseyside”.

- **IN** addition and with appropriate funding resources, we can and, indeed have, delivered a range of community based pilot work around.
- **Care homes**
- **Social Prescribings**
- **Independence at homes**
- **Hospital and at home support services**



Innovation

Real value for money return on investment for every Halton pound spent on Age UKMM Services. Recent innovations that include:

- **Older Peoples Engagement Panels (this year has included financial workshop, provision of information in borough) and an extensive Engagment Report to OPPB.**
- **Promotion of Halton's older peoples' voice at city region level/ with presentations delivered**
- **Safeguarding case study learning resource**
- **Integration with AUKMM I&A and calling out to service users escalating areas of concern up to council e.g. trip/falls prevention**





Partnership

- Age UK MM have strong input, influence and leadership on many strategic boards.
- Chair the SAB Partnership Forum
- Lead on #Beagoodneighbour 2019 (& 2020)
- Advise on Transforming Domicillary Care
- Involved with a range of collaborations in our sector.
- About to join healthwatch board (April 20).



Return on investment

- Over **£40k** external funding into Halton
- Secured **£450+** of extra benefits entitlements locally
- Received over **2,000** direct referrals from local partner agencies.
- **450** case loads pa
- Typically handle: **6,000** telephone I & A enquires pa.
2,000 F2F /Drop in enquiries pa.
10,000+ Age UK I&A Leaflets and Info.
over **2,000** calls via national helpline.
- Support a wide range of stakeholder intelligence



Respect Campaign

#DoYouSeeMe?

- Age UK Mid Mersey wants to challenge cultural attitudes towards ageing and older people; to encourage society to change their perspective about this group of people so that they are seen as more than their just their age.
- Respecting older people and celebrating their life time of experience and their wisdom; the value of age, a life well lived, lessons learnt and all that being older has to offer society.






Mid Mersey ageUK HALTON

EMPATHETIC
POLITE
BRIGHT
SMILEY
CONSIDERATE
PROFESSIONAL
GENUINE
WORLDLY

#DOYouseEME?



FATHER
HUSBAND
LIFESAVER
CAMPAIGNER
PARAMEDIC
AUTHOR
EDUCATOR
CYCLIST

#DOYouseEME?

Mid Mersey ageUK HALTON



MOTHER
GRANDMOTHER
DANCER
BROWN OWL
FAMILY-ORIENTED
LOVING
FRIEND
HAPPY

#DOYouseEME?

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FATHER
HUSBAND
TRUSTEE
MSC
TRAVELLER
SPORTS
MUSIC
READER

#DOYouseEME?

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SON
HUSBAND
FATHER
FRIEND
TEACHER
DECORATOR
GARDENER
LISTENER
DRIVER

#DOYouseEME?

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#DoYouSeeMe?





#DoYouSeeMe?



Respect Campaign

- 2020 Community Conference
- Widen reach Across Merseyside
- NW and National
- Campaign lobby to MPs & Ministers
- Integrate with partners
- Corporate strategy

#DoYouSeeMe?





Questions ?

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#DoYouSeeMe?

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