

AGE CONCERN MORGANNWG LIMITED

England & Wales · Charity number 1129973

Details

Other names AGE CONNECTS MORGANNWG

Status Registered

Legal form Charitable company

Company number 06717361

Registered 2009-06-03

Register [View on the Charity Commission register](#)

Contact

Address Cynon Linc
Seymour Street
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Activities

Objects: TO PROMOTE THE RELIEF OF ELDERLY PEOPLE IN ANY MANNER, WHICH NOW IS OR HEREAFTER MAY BE DEEMED BY LAW TO BE CHARITABLE IN AND AROUND THE COUNTY BOROUGH COUNCILS OF BRIDGEND, MERTHYR TYDFIL AND RHONDDA CYNON TAFF.

Activities: TO PROMOTE THE RELIEF OF ELDERLY PEOPLE IN ANY MANNER WHICH NOW OR HEREAFTER MAY BE DEEMED BY LAW TO BE CHARITABLE IN AND AROUND THE COUNTY BOROUGH'S OF OF BRIDGEND, MERTHYR TYDFIL AND RHONDDA CYNON TAF. SPECIFIC ACTIVITIES INCLUDE THE PROVISION OF INFORMATION/ADVICE SERVICES, ADVOCACY SUPPORT AND LOW LEVEL SUPPORT TO ENCOURAGE INDEPENDENT LIVING.

Classification

- **How:** Provides Human Resources, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Elderly/old People

Geography

- **Area of benefit:** BRIDGEND, MERTHYR TYDFIL AND RHONDDA CYNON TAFF.
- Bridgend
- Merthyr Tydfil
- Rhondda Cynon Taff

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£1,561,833	£1,561,150	£2,392,549	54
2024-03-31	£1,095,377	£1,211,679	£2,348,073	47
2023-03-31	£1,064,211	£1,249,276	£2,464,375	53
2022-03-31	£2,119,616	£1,409,181	£2,649,440	62
2021-03-31	£2,394,133	£990,466	£1,939,005	53

Trustees

Name	Role	Appointed
Alison Johnson		2023-12-05
Andrew Cobb		2024-08-20
Lynda Chandler		2022-11-28
Lynda Williams		2019-01-17
Rachael Nicholson		2023-12-05

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Accounts



age connects
morgannwg.

Information & Advice



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Annual Report

2024/2025

Contents Page

Chair's Foreword.....	3
Our Vision, Mission & Values	6
Making a Difference: 2024-25 in Numbers.....	7
Together for Older People	8
A Place for Everyone	13
Amplifying Our Voice	16
Securing the Future.....	18
Working for Change.....	21
Building a Resilient Organisation.....	22
How Can You Help Us?.....	23
The Year Ahead.....	24
Guided by Trust.....	26
Financial Review	27
Independent Auditor's Report & Financial Statements	34

Age Connects Morgannwg, Cynon Linc, Seymour Street, Aberdare, Rhondda Cynon Taf, CF44 7BD
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Age Connects Morganwg helps older people in Bridgend, Merthyr Tydfil and Rhondda Cynon Taf.
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Chair's Foreword

At Age Connects Morgannwg, we believe all older people should have access and opportunities to engage in social activities that help reduce feelings of loneliness and isolation; that they should have sufficient income to afford food, warmth and shelter and have the opportunity to work, participate and make choices about their life. We believe they should be protected from financial, emotional, psychological, physical, or sexual exploitation, neglect and abuse and that they should be listened to and have their wishes respected when decisions are made about their independence, including where they live and who cares for them.

Our strategy for 2023-2026 entitled Together for Older People, clearly sets out a programme of work to deliver the strategic priorities that reflect our ambition and aspirations for older people. This Annual Report describes the progress we have made during the reporting year 1st April 2024 to 31st March 2025 and are continuing to make in delivering on these priorities, through established services and new work programmes. During the reporting period, 111,271 people used our services, attended our events, and engaged in our work. This includes 100,306 contacts made at our Cynon Linc Community Hub.

Since opening its doors in 2021, Cynon Linc has recorded 288,017 contacts, with numbers of beneficiaries growing annually. The ongoing success of the Hub is due to the fantastic work of the Cynon Linc team who, with extremely limited resources and an ambitious income generation target, have worked tirelessly to develop a truly inclusive programme. Many of our visitors return daily or weekly to eat in the restaurant, attend classes or visit one of our many partner providers. The whole ethos of Cynon Linc is that it is representative of the community it serves, that the activities delivered there reflect what people want and that those activities promote a sense of belonging, of community cohesion and ownership of the Hub's success.

Across our charity services, we worked with 13,320 people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice, compared to 13,627 in the previous year. This is a slight decrease in the previous year, which reflects the cessation of our Joint working in Teams service in March 2024. However, our Information and Advice/welfare rights service assisted an additional 3,000 people compared to the previous year, thanks to our Community Caseworker Service.





We helped raise £2,992,309 in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently, compared to £1,734,789 in the previous year. This is a 53% increase and reflects the impact of cost-of-living pressures and the outcome of our campaign to raise awareness about the help and support available through a range of schemes and entitlements.

Across the UK, news bulletins have reported on the unprecedented pressure faced by the NHS and social care system, from ambulance waiting times to delayed transfers of care for those who need ongoing care and support in the community. For over three decades, the charity has provided effective and impactful hospital to home and preventative services that help older people live independently at home. Since publishing 'Passing the Baton' in 2008, Welsh Government has been building on its commitment to improve hospital discharge planning and in 2018 the Discharge to Recover and Assess Model was introduced. This model was supported by a Hospital to Home Community of Practice, of which the charity is a member, who published key learning and practice examples of whole system approaches that worked well across Wales.

The charity has continued to deliver the Trusted Assessor Project as part of the multi-disciplinary discharge planning team in general hospitals. Using Welsh Government Regional Integrated funding, the CTM Regional Partnership Board commissioned the charity to deliver the Home First Trusted Assessor Team from April 2024. Our community-based Support Worker Team has collaborated seamlessly with the Trusted Assessor team in providing the essential low-level, short-term support that can make such an enormous difference to the confidence of older people returning home after a hospital stay.

As a generic charity for older people, our work often touches the lives of people living with dementia, both as the person with the diagnosis and those who provide their care and support. In 2021, the All-Wales Dementia Care Pathway of Standards was published, which set out twenty standards aimed at improving dementia care for individuals and their carers and providing a clear pathway towards implementing effective standards in dementia care by 2023. Standard twelve requires that 'People living with dementia and their carers will have a named contact (connector) to offer support, advice and signposting, throughout their journey from diagnosis to end of life.' In 2023, the Regional Partnership Board commissioned the charity to deliver the dementia connector service through its new Dementia Matters Programme and the service was re-funded for 2024-25. This report demonstrates the incredible difference being made by our Memory and Wellbeing Guides and the Dementia Matters Team.

More generally, we have continued to deliver services and support that focus on the health and wellbeing of older people who are experiencing feelings of loneliness or isolation. Our Volunteering Matters Programme offers something for everyone, whether it be face to face befriending through our Companions service or by more traditional written means through the Pen-Pal scheme. Our Volunteers work right across the organisation, as befrienders, admin support, catering assistants, play facilitators, activities co-ordinators and entertainers. I should take this opportunity to thank our incredible volunteer workforce for their dedication, their compassion and most importantly, their time.

Our understanding of new opportunities that deliver for older people has never been stronger, or clearer, thanks to the work of our engagement and public affairs team. Through our Chief Executive, the charity continues to contribute to local, regional and national conversations on the issues that affect older people, providing a strong voice on issues such as access to public transport, access to care and support and on the impact of changes to healthcare provision or amenities like refuse collection and public toilets.

The achievements and impact described in this report are testament to the dedication and resilience of our executive team who have experienced one of the most challenging periods in the charity's history, largely due to unprecedented challenges in recruiting into senior leadership vacancies. I would like to extend my personal thanks to our Senior Leadership Team, Rachel, Jon and Karen for their superb teamwork, for their leadership and support of one another throughout the year. Despite the challenges they have faced and their considerably reduced number, they have strength in depth of knowledge, creativity and tenacity resulting in their ability to achieve great things by working together. We have also benefited from the services of Allyson Griffiths and Denise Havard, both of whom stepped in to support the team with finance and project management.



In June 2025, our Chief Executive, Rachel Rowlands, announced that she was leaving Age Connects Morgannwg after 20 years of service. While we are, of course, sad to see Rachel go, this is a moment of celebration and recognition. Her contribution - not just to ACM, but to the wider voluntary sector - has been nothing short of extraordinary. Her leadership, vision, and tireless commitment to improving the lives of older people have left an enduring legacy. Thanks to Rachel, ACM is in a strong and stable position, with solid foundations for the future. Rachel's departure will be deeply felt by colleagues, partners, and the countless individuals and families whose lives she has helped to improve. As she moves into an exciting new role, we offer our heartfelt thanks for her outstanding service - and our very best wishes for the future.

Finally, I would like to thank my fellow Trustees, our wider workforce, paid and voluntary, for their dedication and compassion in the course of our work. None of this would be possible without you.

Lynda Williams

Lynda Williams

Chair, Age Connects Morgannwg



Our Vision, Mission & Values



Our Vision

is to live and work in a society where older people are respected and enabled to meet their aspirations. This plan sets out how we will support older people to meet their aspirations and reach their full potential.



Our Mission

is to make a difference to the quality of life of older people and promote a positive view of ageing.



Our Values

We Listen:

We put older people at the heart of all we do to achieve the best personal outcomes for those that seek our support. We listen to older people and use what they tell us to be a champion for their rights, dignity and respect.

We Learn:

We welcome innovation and creative solutions to achieve the results older people want. We are committed to the improvement and growth of the people who work with us through personal development and lifelong learning.

We Care:

We are compassionate and caring in everything we do. We recognise the diversity of lived experience and will challenge discrimination wherever and whenever we see it. We build relationships on trust, openness and integrity. We support one another to achieve their best.

In shaping our objectives, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2).'

Making a Difference

2024-25
in Numbers




Changing Attitudes | Improving Lives

 **100,306**
Visitors to
Cynon Linc

 **148**
People living with
dementia and
carers supported

3736
 Nail cutting
appointments
delivered

1562 
People welcomed at
our coffee mornings


102 
Active volunteers
making a difference


4016 
Clients supported with
information & advice

27,353
Meals Served
at the Hyb café 

 **734**
Clients assisted with
hospital discharge

£1,575,570
in benefits
successfully
claimed

 **169**
Home energy efficiency
assessments completed

 **5108**
Christmas cards sent
through our festive appeal



9500 
LEAP energy
advice calls made

1482
People helped
to improve their
digital skills

542
Befriending
clients supported
against loneliness

£6,166,707
in savings and income
gained by LEAP clients

740,030
People reached
via social media

53,750
Website visitors
engaged online





Together for Older People

Our Charity Development department delivers activities and services directly to older people. The team within this department are the heart of our charity - during this last year they have supported some of the most vulnerable people in our area of benefit, through celebrating them, championing them, listening to them, and working alongside them as individuals to understand what is important to them to live as independent, as active and as happy as possible.

Below are some of the achievements these services have accomplished in the last year, evidencing the impact we have made and how much of a difference we make to the lives of older people in Bridgend, Rhondda Cynon Taf and Merthyr Tydfil.

Leaving No-one Behind

Our Leaving No-one Behind programme comprises three strands of work, Engage, Connect and Sustain.

EngAGE cultivates an environment where older people co-produce community projects, become local activists for change and improvement and create long term social connections. Connect focuses on ensuring older people are taken on the digitalisation journey in a way that they can engage with, identifying barriers and developing solutions. These two strands will feed into Sustain, working towards becoming an accredited Net Zero organisation by 2040 and ensuring that older people are a significant part of this journey. The Engage Project aims to increase and diversify participation of the 50+ community by engaging with individuals and groups not currently using our services. In this reporting period, alongside our Engage Manager, we employed an additional member of staff to support the delivery of the technical element of the project, enabling us to turn our consultation on Digital Exclusion into practical help and support for people.

In the reporting period, we successfully delivered:

Connect

- 27 online scams awareness sessions to 251 people, helping them feel more confident going online.
- 44 Digi Café sessions to 123 people. The digi café was originally established at Cynon Linc and has since been rolled out across RCT and includes health and cost of living advice.
- 11 people aged 65+yrs provided with digital support at home, via our partners at Ability Net.

Sustain

- Hosted Climate Action Group network at Cynon Linc to engage new members.
- 4 Community groups visited environmental projects.

Engage

- Attended 38 events to chat to people about their issues such as The Eisteddfod in Pontypridd
- Established a Teatime Club, based on an idea put forward by 4 local men. This club continues to be popular and helps combat loneliness & isolation during the early evening.
- Launched a Repair Café, ran over 3 sessions on Saturday mornings.
- Developed a Matinee Club where films were screened to event goers: "Best thing in Aberdare for ages", "Can't wait for next one", "First class!"



Information, Advice and Assistance

This quality assured service offers general and specialist advice and casework on a wide range of issues affecting older people including:

- Maximising income and claiming welfare benefits.
- Care homes and charging procedures.
- Planning for the future - Wills, Funeral Plans and Equity Release.
- Aids and adaptations to help remain in your own home.
- Schemes to keep your home warm and energy efficient.
- Managing financial affairs and taxation.
- Housing and tenancy.
- Money Matters.

During this period, the service supported 4016 people over the phone, at home, in community venues and at our Info Hub in Cynon Linc, Aberdare, raising £1,575,570 in unclaimed entitlements.

Throughout the reporting period, our place based and community teams have attended the following events:

- Information Day - Graig Community Centre
- Turning Ponty Blue
- Cost of Living Event - Maerdy Community Centre
- Eisteddfod (Pontypridd)
- Information Event - New Life Church Tonyrefail
- Pension Credit Information Day - Cynon Linc
- Warm Home Event - Bryn Cynon Strategy (LEAP)
- Pension Credit Advice Days in Maerdy, Maesteg, Coychurch, Pontyclun and Pontypridd
- Dementia Action Week - Pontypridd

We have also continued our partnership with LEAP, offering free home energy advice in the community - supporting those at risk of fuel poverty, and helping people stay warm in their homes.





Home First Programme

Our Better at Home Community Support Workers received 608 referrals during the reporting, providing over 4260 home visits and 6086 hours of support.

This service enables individuals to build confidence in their own home and local community, following a discharge from hospital or to prevent unplanned, emergency readmission. The team provided holistic and person-centred assessments through a 'what matters to me' conversation and worked with older people to seek appropriate community resources and support that made a real, and individual, difference to their life. The Better at Home team received 258 referrals from our own trusted assessor project with the remaining referrals received from social services, other voluntary organisations, family, friends and self-referrals.

Our community support workers supported Bill to access the community independently by building confidence after a stay in hospital and recently being widowed. This support reduced Bill's feelings of loneliness and isolation and also prevented the need for formal care services, allowing Bill to make choices that benefit him and promote his independence.

Our Trusted Assessor project is a new project for Age Connects Morgannwg and focusses on supporting older people leaving hospital. Not only

has this project helped improve NHS performance by assisting with quicker, safer patient discharges – it has also saved NHS staff clinical time by providing information about the home environment and taking on a liaison role with the patient and their family. We have covered this role for clinical staff, meaning they can effectively spend more time on-ward with their patients. We have added value to the patient journey and facilitated an improved patient experience by being a consistent point of contact both in hospital and at home. During this period the Trusted Assessor Team supported NHS staff to assess almost 10,000 patients as part of a multi-disciplinary approach to discharge planning. Our Trusted Assessors play an important and helpful role in ensuring patient flow and digital information is compliant and up to date, thus reducing unnecessary delays and helping to prepare the patient for home. The team provided one to one, intensive support to 743 patients, with 354 of these being referred to our community team for ongoing support after discharge. Our goal is to support patients to regain their confidence and independence at home after a hospital stay, and to work with colleagues across health and social care to reduce the risk of unplanned readmissions to hospital.



Dementia Matters

Our Memory and Wellbeing Guides have made a significant impact this year, successfully supporting 148 newly diagnosed people living with dementia (PLWD) across Cwm Taff Morgannwg.

Through this initiative, clients have received essential emotional support, connections to other services, valuable information, advice, and a friendly ear. One client poignantly shared, «You feel like my life raft in a stormy sea,» highlighting the profound difference our support has made in their lives.

The project has been instrumental in providing a sense of community and reassurance to those navigating the challenges of dementia. Our dedicated team has worked tirelessly to ensure that every client feels heard, understood, and supported. By offering personalised guidance and referrals to additional resources, we have helped clients and their carers access the services they need to manage their needs effectively.

In addition to our Memory and Wellbeing Guides, our Activities Coordinators have delivered person-centred therapeutic activities in two care homes in Merthyr Tydfil. These activities are designed to enhance social skills, ensuring a better quality of life for residents. The activities include a range of engaging and stimulating exercises tailored to the individual needs of each participant, fostering a sense of accomplishment and joy. Overall, our efforts this year have been focused on improving the lives of those affected by dementia, providing them with the tools and support necessary to navigate their journey with dignity and hope.

Volunteering Matters

Over the past year, our volunteer led projects have made a significant impact on the lives of older adults across Cwm Taf Morgannwg. Focused on supporting individuals aged 50+ who are experiencing loneliness, isolation, and challenges in connecting with their community, the initiative has reached an impressive 7,104 people.

Our *Reaching Out* project, which includes face-to-face and telephone befriending, currently supports 383 people. Other key activities included a Pen Pal programme connecting 50 people through heartfelt letters, Coffee Mornings with 1,562 attendances, a Christmas Card Appeal reaching 5,108 recipients, and a Shoebox Appeal delivering gifts to 85 individuals. These efforts have brought joy, companionship, and a renewed sense of belonging to many. Our dedicated volunteers have been instrumental, contributing an outstanding 363,271 hours of their time to ensure no one feels forgotten.

One befriending participant shared: *“My volunteer has been a life saver. She is very helpful and pleasant. We have a good chat and a good laugh. I wouldn't manage getting out to places like M&S without her. I'll miss seeing her every week.”*

This year's achievements highlight the power of connection and the importance of community-led support. As we look to the future, we remain committed to expanding our reach and continuing to bring warmth, friendship, and hope to those who need it most.



Keeping You on Your Feet

Our affordable nail cutting service Simply Nails, which aims to reduce falls and increase independence for older people, continued to thrive with 3,268 appointments provided in 2024-2025, and the team opening new clinics in 4 new venues – responding to the need in those local communities.

In the reporting period we completed our 'Feet First' project aimed at reducing the risk of falls and reduced physical activity for people with dementia because of poor foot and toenail care. The evaluation of the Feet First Project has demonstrated that we can deliver a tailored service for people living with dementia, that is person-centred, preventative, affordable and accessible.

The daughter of a customer with dementia said of the treatment her mother received,

“ I never thought she would let you touch her feet, but Helen was just wonderful with her. She felt relaxed and happy with the chatting for quite a while before the treatment started”.

Mr W was very unsteady on his feet which resulted in a fall. His family had not seen his feet for some time due to Mr W always wearing slippers. After his fall, and his family realising the extent of his nail growth, he was booked in for his first appointment with the ACM Nail Cutting team. Below are the before and after photos. His appointment took 2 hours, with Mr W delighted with the results and how much more comfortable he felt.





A Place for Everyone

Cynon Linc is the charity's social enterprise community hub based in the heart of Aberdare. This year the hub has seen an increase in footfall and participation with visitor numbers reaching over 100,000 from people throughout RCT and further afield.

Apr – Jun 2024	23,542
July – Sept 2024	24,284
Oct – Dec 2024	26,094
Jan – Mar 2025	26,386
Total	100,306

Organisations and activities that use the hub on a regular basis include Halifax Outreach, Over 50s Forums, The Samaritans, Maths Tutoring, Rhondda Cynon Taf County Borough Council, Behaviour Support groups, Teacher training, U3A, and 'Education Other than School' art classes.

Throughout this year we have used our community spaces for all sorts of events including NHS 'Don't Fall For It' falls prevention sessions, Head Teacher Interviews, as a Polling Station in April 2024 for the UK Government General Election, awards ceremonies, exercise classes, wakes, baby showers and a hen party afternoon tea along with a summer and winter craft fayre. The diversity of our spaces means that we can cater for groups, large and small. Our Collaboration Suite (seats 12 people) is perfect for meetings, the Discovery Suite which holds up to 50 seats is used for craft classes, choir practice, training courses and Pilates classes. Our Main Hall can accommodate up to 220 people and is where our bigger events bring in people of all ages for sports, entertainment and learning.



Hyb Restaurant and Coffee Lounge

Our bi-weekly afternoon tea offer was a big hit this year and attracted a new customer base who have continued to support the restaurant on a regular basis. We also enjoyed a number of Supper Clubs where customers experienced an eight-course themed taster menu, prepared by our talented Chef and his team.

The Hyb also partnered with Unite Community to provide funding for hot drinks and meals for their clients who are experiencing homelessness within the Aberdare area.

We continued to offer 'Pay it forward' to those who needed it throughout the year. This service sees customers pay in advance for a meal or hot drink, which can be used by anyone who needs it later. We always ensure anonymity and dignity is upheld for those in receipt of these acts of kindness.

The Hyb hosted another 'Breakfast with Santa' event in 2024 with two fully booked sessions. Children were offered a choice of reindeer pancakes, Christmas tree toast and toppings, or snowflake porridge. Each child visited Santa and received a gift which were all funded by the Sobell Foundation.



Events

The hub hosts a wide range of events, classes and activities for all ages – ensuring the venue is truly intergenerational - and this year also housed 124 evening and weekend events. These included:

Event	Date	No of Attendees
Comedy Night	06/07/24	44
Adele tribute night	06/12/24	47
Phil Collins tribute night	16/08/24	39
Children's Halloween Disco	30/10/24	154
Murder Mystery (Spring)	20/04/24	34
Murder Mystery (Winter)	30/11/24	52
Christmas Wreath making	23/11/24	32
Summer Fun Day	23/07/24	1006
Christmas Dinner event	14/12/24	69
Pantomime	24/01/25	67



Little Lincs

Our Little Lincs Stay & Play area continued to grow its audience and activities throughout this year with our employed playworker working closely with local a GP surgery to hold a breast-feeding advice group each week, and also with a group of local childminders to provide a safe, fun-filled session for the children they care for.

We also commissioned Tee2Sugars (a local graffiti artist) to create a new animal themed mural on the walls in the play area. This theme was chosen to compliment a 'Forest-school' themed garden area planned over the next few years.

Events and activities held at Little Lincs this year include Grinchmas Special, Meet & Greet Santa, music mornings, sessions for babies and children with additional learning needs, Christmas Crafts, meet and greet with Stitch, World Book Day celebrations, Valentine's Day biscuit decorating, along with a number of children's birthday parties through our private hire provision.



Tenants

We currently have three permanent tenants within the hub:

- Maendy Place Surgery joined Cynon Linc in August 2022. The surgery operates 4 days a week and brings a number of customers and participants to the hub daily.
- Twisted Willows Holistic Therapies is a family run business that offers Aromatherapy and Reflexology services. The services are available 7 days a week through an online booking portal.
- Barclays Bank in the Community are with us for 3 days per week offering advice and support to their customers. Customers can book appointments or walk in to access their services.

Amplifying Our Voice

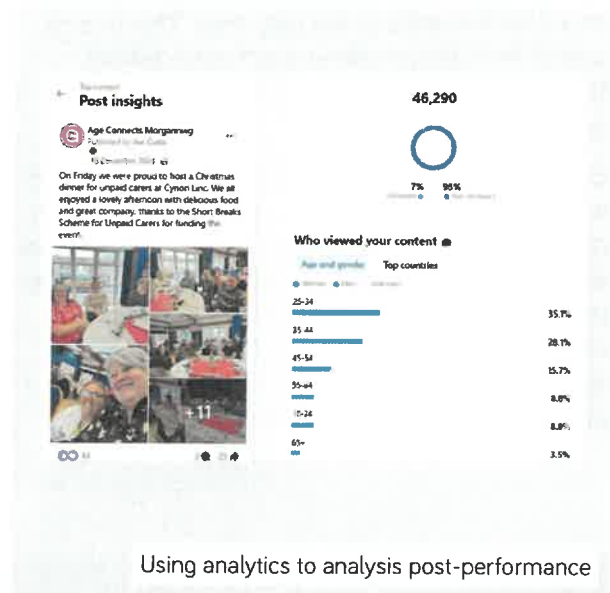
Marketing and communications continue to play a vital role in delivering our organisational mission. These activities are central to raising awareness of our services among both current and prospective service users, building and reinforcing our brand identity, opening new channels for engagement and feedback, and supporting income-generating work such as event ticket sales and partnership development. They also help us grow and diversify our audience, ensuring that our messages reach the communities who need them most.



Our Approach

Digital platforms - including our websites and social media channels - are now the primary way we connect with audiences. While cost-effectiveness is a benefit, our focus on digital is driven by its speed, reach, flexibility, and ability to foster two-way communication. These tools enable us to respond in real time to emerging issues, tailor messages to specific audiences, and share content in dynamic, engaging ways.

Despite this digital-first approach, inclusion and accessibility remain at the heart of our communications. Recognising that not everyone is online, we continue to produce high-quality printed materials - leaflets, event flyers, and posters - for distribution through GP surgeries, events, community centres, and other local venues. We also maintain a presence in traditional media to ensure our messages are accessible to offline audiences.



Using analytics to analysis post-performance

Digital in Action

In 2024-25, our social media channels reached a record 740,030 people, far exceeding what traditional methods could achieve. This growth reflects both increased digital engagement - especially among older adults - and the strength of our content strategy.

Engagement has grown significantly, with more people liking, commenting, and sharing our posts. This not only shows our reach is expanding, but also that our messaging is connecting meaningfully with audiences.

We use analytics to guide our digital output. Understanding where our followers live, along with their gender and age group, helps us make data-informed decisions. It also identifies gaps where offline communications may be needed.

Social media continues to be key in promoting events, celebrating volunteers, recruiting supporters, and signposting people to our services. For many, our digital presence is their first introduction to Age Connects Morgannwg.



Campaign Highlights

Christmas Card Appeal | December 2024

This campaign invited people to send Christmas cards with personal messages for older individuals living in residential care. A far-reaching digital campaign helped us reach 164,000+ people and collect 5,108 cards - more than double the previous year. Cards arrived from across the UK, the USA, and New Zealand, highlighting the compassion of the public and the power of digital reach.

Volunteers' Week | June 2024

We amplified national messages and highlighted the work of our 81 volunteers, while promoting local events. The campaign generated 37,600 impressions and resulted in 13 new volunteer applications, showing how digital storytelling drives real-world outcomes.



Brand Development

While maintaining the strength of our core brand and colour palette, we also developed complementary project brands - Teatime Club, Matinee Club, and EngAGE - to appeal to new and existing audiences with targeted messaging.



Digital Transformation

We led a full review of our Customer Relationship Management (CRM) system, working with an external consultant to identify a system fit for the next five years. A supplier has now been selected following a competitive tender and we continue to seek funding to advance the project. In the meantime, a staff-led review of our current CRM has been completed, and a programme of improvements is underway.

We also introduced live chat on our websites, QR codes for easy access, online surveys for feedback, and additional downloadable resources to support users.

We remain committed to evolving our digital marketing - exploring new platforms, improving content, and deepening audience engagement. At the same time, we'll maintain a hybrid approach to ensure accessibility for all. Our goal is clear: to ensure everyone who could benefit from our work knows who we are, what we do, and how to connect - whether online, offline, or somewhere in between.



Securing the Future

Whilst we value the support of our public sector partners, we must acknowledge that reliance on grant income is high risk and should be balanced with activity which generates profit the charity can use to sustain its future. To achieve this, we will recruit two new roles in 2025/26, an Enterprise Manager to grow and diversify our paid for services and a Fundraising Officer, to increase donations through public and corporate giving.

A joint enterprise and fundraising strategy will provide ACM with potential to generate the unrestricted income required to meet core costs and ensure increased resilience for the charity moving forward. The benefit of creating unrestricted income is more than covering core costs, it will give the charity flexibility to deliver services that respond to people's needs rather than relying on income from public bodies and grant funders. It allows a charity to react quickly, to plan and to have greater leverage when negotiating with other funders.

Fundraising activity during 2024–25 was limited due to vacancies in both our Fundraising Officer and Enterprise Manager roles. However, several staff-led initiatives helped to generate valuable income during the year.

The most successful of these was our weekly Bonus Ball draw, organised by our Volunteer Team, which raised £2,818. Supporters, including individuals who had received help from our Information and Advice Team, contributed a further £2,347 through ad-hoc and regular donations.

We also ran a small number of special fundraising events, including a sponsored walk up Pen y Fan, a Christmas Card Appeal, and our Loneliness Campaign, which together raised £1,222.

In total, fundraising activity generated £6,387 during the year.

Simply Life and Simply Financial

In the absence of an Enterprise Manager during 2024–25, our Simply Life and Simply Financial initiatives remained dormant. However, preparatory work continued in anticipation of a future relaunch. A comprehensive business plan was developed, accompanied by a full suite of marketing materials, positioning us to move forward with new delivery partners in 2025–26.





Simply Nails

Our nail cutting service, which provides affordable nail cutting services to older people, remains a key service in our charity enterprise provision. Whilst we keep costs low, we aim to make a small profit to provide income to the charity to support projects that older people tell us are important to them. In the reporting period our nail cutting service made a profit of £16,665 which included income from a small grant.



Path to Net Zero

This year saw the launch of our first Carbon Reduction Strategy. As a charity, we recognise the importance - and the complexity - of balancing environmental responsibility with the delivery of vital services. Managing a busy community hub alongside a dispersed, field-based workforce presents unique challenges. However, our commitment to reducing emissions also brings valuable opportunities, including access to new funding streams, the potential for job creation, and long-term cost savings. It also strengthens our reputation within the community as a forward-thinking and responsible organisation.

We have aligned our targets with the Welsh Government's Net Zero goals, aiming to achieve a 63% reduction in emissions by 2035 and full Net Zero accreditation by 2045 - five years ahead of the UK target. Achieving this will require a phased and strategic approach, but we are confident that the environmental, financial, and reputational benefits will be substantial.

We were also successful in a substantial application to the Welsh Government Communities Facilities Programme. This will fund additional solar panels at Cynon Linc, thus reducing our energy costs and carbon footprint.

Trust in Our Work

The Charity continues to retain the trust and support of many public sector funders to deliver its work. Special thanks go to Cwm Taf Morgannwg University Health Board, Cwm Taf Morgannwg Regional Partnership, Rhondda Cynon Taf County Borough Council and Merthyr Tydfil County Borough Council for investing in services which help people return home safely from hospital, supporting people living with dementia, ensuring older people get access to good quality information and advice and recognising the importance of meaningful activities for people living in residential care.

New investment from Welsh Government's Single Advice Fund in 2025/26 means that we can expand our provision of community-based social welfare information and advice, linking that work with opportunities to volunteer and for older people to get involved in our work.

With the generous support of the Pen y Cymoedd Vision Fund, we have been able to diversify and grow income opportunities at Cynon Linc by organising more events, experimenting with our restaurant menus and attracting more anchor tenants to share the space. Little Lincs, which opened in 2022, will be replaced by Blossoms day nursery from September 2025, securing a more sustainable future for the space and providing much needed Flying Start places for local pre-school age children.

We continue to engage our customers and the wider public in conversations about what Cynon Linc means to them, what they'd like to use it for and how we can make it better. There is no doubt that increasing annual running costs make it harder for Cynon Linc to be profitable, if we are to keep prices within the reach of our loyal customer base, so new and innovative ways of generating income from our many patrons will be explored in the year ahead.



Llywodraeth Cymru
Welsh Government



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Cwm Taf Morgannwg
University Health Board



Cwm Taf Morgannwg
Bwrdd Partneriaeth
Rhanbarthol Regional
Partnership Board



RHONDDA CYNON TAF



Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL
MERTHYR TYDFIL
County Borough Council



Cronfa Gymunedol Fferm Wynt
PEN Y CYMOEDD
Wind Farm Community Fund CIC



Working for Change

Age Connects Morgannwg has long worked with partner organisations to bring about change and improve the lives of older people across our footprint. Close relationships have continued, and new relationships developed, with supportive elected officials who have helped keep the welfare of older people at the forefront of decision making. We have continued to invite politicians across all levels of Government to meet with our CEO, as well as to shadow frontline staff and volunteers, to better understand the support we can provide to their constituents.

We have responded to a plethora of Government consultations on issues that affect – or might affect – older people. These have included consultations on Assisted Transport, Residential Care, Digital Inclusion, Local Authority Budgets, Active Transport and Hospital Discharge. Our aim is to always share the voice of older people, so that what they tell us is important to them, is fed back to the decision makers who can make a difference.

Our CEO sits on the following groups, ensuring as a local organisation we have a seat at the table to represent the lived experience of those we support:



1. Age Connects Wales
2. Cwm Taf Morgannwg Regional Partnership (until 12 June 2025)
3. TSPC Ministerial Advisory Group (until 12 June 2025)
4. TSPC Health, Social Care and Wellbeing Planning Group (until 12 June 2025)
5. CTM 2030 Leaders Network
6. VAMT Third Sector Leader's Network
7. Pension Credit Uptake Campaign Partnership
8. Northern Cynon Valley Development Group
9. RCT Community Support Steering Group

As an organisation we have also been heavily involved in the Pension Credit uptake campaign, a partnership campaign alongside Cwm Taf Morgannwg University Health Board, Citizens Advice RCT and others. The aim of the campaign was to reach the estimated 7,000 people in Cwm Taf Morgannwg not claiming their Pension Credit, to make them aware of their entitlement, and to support them to apply for it. The Innovation Sprint Project successfully identified 689 patients with respiratory health conditions through public health screening; delivered 6,768 instances of outreach support through direct engagement; assessed and supported 1,890 clients, securing additional annualised income totalling £1,655,552. Additionally, we anticipate further annual income gains of £961,103 from pending applications, highlighting the significant financial impact and enhanced support provided to the community of Cwm Taf Morgannwg.



Building a Resilient Organisation

We continue to deliver our Strategic Plan despite challenges in recruiting to our senior leadership team. Special thanks go to Denise Havard (Special Projects Manager) and Allyson Griffiths (Interim Head of Finance) for stepping into key roles that helped us secure additional funding, manage sustainability projects and which maintained oversight of our finances, respectively.

Volunteers continue to play a vital role in the charity's success and provide support to every aspect of the charity's business. During the year, two volunteers went on to secure paid employment with us, in our Central Support Team and in our Kitchen Crew. We are committed to creating and offering genuine, meaningful opportunities for people to volunteer in a way that makes a difference to their life and adds value to the organisation.

We have continued to recruit staff, trustees and volunteers who reflect the diversity of the society we live in and deliver services to. We have developed policies and work practices which ensure our staff, volunteers and service beneficiaries are represented, treated equitably and with compassion.

We aim to promote the Welsh Language and improve the number staff who have no knowledge of the Welsh Language by at least 5%, as part of the Well-being of Future Generations Act goal: *A Wales of vibrant culture and thriving Welsh language.*

Age Connects Morgannwg is constantly looking to improve and enhance our service quality. Through effective use of service-user feedback, all services are regularly evaluated, and information collated is utilised to improve and inform service delivery models.

Quality is about trying to do better: better in both the services the organisation offers and in the way the organisation runs. Age Connects Morgannwg invests in quality to:

- Improve effectiveness and efficiency.
- Improve satisfaction of service-users, staff, and volunteers.
- Develop consistency across sites and services.
- Checking and prevention of potential risks and issues.
- Set improvement targets and priorities and monitor progress against them.
- Comparison with other organisations, leading to improvements.
- Demonstrate quality of service to funders.

Advice Quality Standard

Age Connects Morgannwg successfully retained the AQS standard for a further two years in December 2024. Our retention of this standard will continue to demonstrate that the organisation facilitates a positive culture of involvement and consultation, strong team working and loyalty to the organisation. We have a comprehensive referral and signposting procedure. There is a very strong commitment to meeting service users' needs through effective quality procedures and a committed and professional workforce.



How Can You Help Us?

There are lots of ways to support Age Connects Morgannwg - and every one of them makes a difference. Whether you choose to donate, volunteer your time, share our posts, or simply follow our journey, your support helps us provide vital advice, events, and services for older people across our communities.

Ways You Can Support Us:



Donations

- Make a one-off gift
- Set up a monthly donation



Leave a Legacy

- Remember us in your will
- Request donations in memoriam



Get Social

- Follow us on social media
- Like, comment on, and share our posts
- Help spread the word



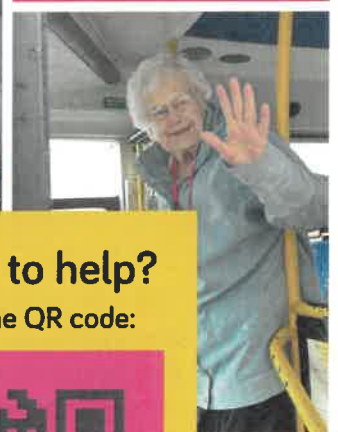
Volunteer With Us

- Become a befriender
- Help as a community driver
- Support at events
- Lend a hand in our offices



Choose Our Services

- Visit our café at Cynon Linc
- Come along to our events
- Book a nail-cutting appointment
- Use our trusted estate planning service



Ready to help?

Scan the QR code:



Or visit www.ageconnectsmorgannwg.org.uk/volunteer

Age Connects Morgannwg. Reg Charity No. 1129973. Company. No. 6717361.



The Year Ahead

2025-26 is intended to be the final year of the current Strategy, Together for Older People. However, with the prospect of a new CEO joining the organisation at the tail end of 2025, the Board has decided to extend the current strategy to 2027, giving the new senior leadership team time to work with the Board and develop their vision for the future.

The year ahead will be both challenging and exciting as a new CEO is recruited. New appointments to the Head of Charity Development and Finance and Corporate Services Lead roles early in 2025 bring a fresh opportunity to create a resilient and senior team, who can build on the charity's strong position.

Our plan to secure funding to support a Fundraising Officer and Commercial Manager remains very much at the forefront of our efforts, along with digital transformation which will allow us to integrate our systems, creating efficiency and offering an enhanced customer experience.

We have recruited a dedicated Volunteer Co-ordinator to deliver a new Volunteering Strategy as part of our Connected Communities Programme. Our Reaching Out and Keeping in Touch work will continue through the Companions Project and our Befriending Service, bringing together thousands of people through written and in-person opportunities to connect. At Cynon Linc, we look forward to welcoming Blossoms Day Nursery as one of our anchor tenants, who will be providing essential Flying Start places to over 30 children.



Our vision to transform ACM into an agile, financially independent organisation that can swiftly respond to the needs of older people without being constrained by external funding cycles, will be met through the delivery of the following activities:

- Employing a Commercial Manager and Fundraising Officer to drive forward our income generation strategy.
- Developing and deploying a bespoke CRM system.
- Carrying out feasibility of enterprise ideas.
- Implementing enterprise ideas that meet our threshold for making profit.
- Developing and delivering a programme of fundraising events and activities.
- Our database of organisations, people, service engagements, and outcomes is one of our most valuable assets. By consolidating this data into a single, integrated platform, we aim to enhance our ability to support individuals, streamline operations, and unlock new opportunities for income generation.
- To ensure we achieve this goal, we engaged an independent company to review our existing software and applications. Their findings included recommendations for the development of a bespoke system designed to fully realise the potential of our data. Informed by this report, we developed a comprehensive specification and invited tenders for the development and deployment of a fit-for-purpose, custom CRM system.
- The primary objective of the proposed CRM is to create a unified platform that provides a clear, holistic view of ACM's operations and provide a robust, integrated platform offering:
 - **Case Management:** Streamlined tracking and management of cases.
 - **Work Management Dashboards:** Real-time visibility into operations and workflows.
 - **Bookings:** Seamless scheduling and appointment management.
 - **Fundraising and Marketing:** Enhanced tools for donor engagement and campaign management.
 - **Third-Party Integrations:** Seamless connectivity with platforms like Xero and Breathe HR.
 - **Advanced Reporting and Analytics:** Data-driven insights to inform decision-making.
- Looking ahead, we plan to introduce AI-driven tools to further enhance the user experience, improve operational efficiency, and deliver even greater value to our stakeholders.

Guided by Trust

Age Connects Morgannwg is a charitable company limited by guarantee and operates across the Cwm Taf Morgannwg health board region, which includes Rhondda Cynon Taf, Bridgend and Merthyr Tydfil.

The day to day running of the charity is the responsibility of the staff team, supported by a network of volunteers and overseen by a Board of Trustees. The Trustees make all the decisions on any major expenditure and set the strategic direction for the Charity.

Our current Board of Trustees comprises five Trustees with a range of specialist skills and experience. The Board meets a minimum of 4 times per year to conduct general business plus development sessions and ad-hoc meetings to discuss specific opportunities or risks. The Board has the power to meet online but makes every effort to hold its general board meetings in person.

Trustees regularly review their skills, knowledge and experience to ensure they identify any gaps that need to be filled.

In the year ahead, the Trustees plan to recruit new members with the following skills:

- Finance and Accounting
- Commercial/Entrepreneurship
- Charity fundraising
- Marketing
- Environmental/sustainability
- Digital Technology

Further development plans include:

- Review and revise the Trustee Skills Matrix
- Improve Trustee Information and Induction packs
- Develop Trustee Recruitment Video
- Annual Board Development Days



Financial Review



A detailed analysis of income and expenditure for 2024-25 has been completed and compared with analysis from previous years. The business plan addresses perceived weaknesses and identifies potential opportunities. Regular monthly reporting procedures ensure that senior managers and Trustees are aware of the actual position in respect of income and expenditure against forecasts. Contingency plans have been established to take corrective action, where necessary.

The Charity will, to a certain extent, always be at risk of cuts to funding and contracts. It is, however, able to react to cuts and that is an important quality for any third sector organisation. The Charity's ability to 'cut its cloth' in the last year speaks for itself.

In August 2019, the charity started to utilise a 'Full Cost Recovery' model for the allocating of its expenditure. This meant that the true cost of each service level agreement was recognised, and the central office expenditure was decreased.

Comparison of 2023-24 with 2024-25

The Statement of Group Financial Activities for the year is set out on page 37. Total incoming resources for the Group increased from **£1,095,377** to **£1,561,833** an increase of **42.6%**. This increase largely relates to an increase in funding from Cwm Taf UHB and an increase in restaurant income. Total resources expended increased from **£1,209,237** to **£1,561,150** an increase of **29.1%**. Employee costs represent **71.3%** (2024: 64.9%) of total expenditure, and these have increased from **£785,210** to **£1,113,748**.

The **subsidiary** company made a profit for the year of £60 for the year compared to a loss of £76 in 2024 and has shareholders' funds of £2,615 (2024: £2,555)

Investment Policy

The review of Age Concern Morgannwg's investment policy will resume when the new Head of Finance has commenced their employment.

Reserves Policies

The Trustees have not reviewed the reserves policy this financial year but a full review will be undertaken once the new Head of Finance has commenced their employment.

The Board has designated funds for the following purposes:

- Age Connects Wales Membership.
- Business Continuity
- Developing of Trading Opportunities.
- Digital Improvements.

General Reserve Fund

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure to meet charitable obligations in the future in the development of Charitable Aims.

In previous years the review concluded that a General Reserve Fund equivalent to approximately six months of operating costs is desirable but this will be reviewed in 2025-26 as highlighted above. This fund includes funds designated for specific purposes.

The revised reserves policy will recognise the need to hold reserves to ensure funds are available to pursue the primary objects should the income levels fall, and to be able to operate an exit strategy

should the Charity have to cease operations. A robust piece of work was undertaken to review the reserves position at 31.03.24 and reserve opening balances have been restated. The comparable figures highlighted below are the restated figures. Total reserves are £2,392,549 (2024: £2,391,866) at the balance sheet date. Of this £1,912,456 (2024: £1,938,933) is represented by tangible fixed assets, leaving £375,989 (2024: £366,348) as the free reserves. This amounts to 24.1% (2024: 33.4%) of total income.

The free reserves of £375,989 represents 24.1% (2024: £366,348 and 30.3%) of the operating cost, or the equivalent of 3 months (approximately) of operating cost. The charity aims to maintain a minimum 6 months of operating costs in free reserves and will endeavour to return to this position in the coming 12 months.

The most recent review of closure costs of the charity were assessed at £241,443 in 2024 but a more robust evaluation will be undertaken when the new Head of Finance has started their employment with the Charity in November 2025.

It should be noted that in addition to the free reserves, there is a total of £65,070 (2024: £70,570) allocated to designated reserves (detailed in Note 22). This leaves an available free reserves figure of £375,989 (2024: £366,348).

Although the reserves position is far more positive the Charity remains in a challenging position financially, and continues to actively pursue additional funding options, both project related, and contributions towards core running costs, focusing on commercial income streams.

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

Restricted Funds

These funds, amounting to £1,951,490 (2023: £1,954,948) in total, are restricted to the purposes identified in note 21.

Of this restricted reserve figure of £1,803,416 (2024: £1,829,09) is in relation to funds connected to the Cynon Linc Construction Project.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity has a general vision of a society where older people are respected and enabled to meet their aspirations. **The mission of the Charity is to improve the quality of life of older people.**

Governing Document & Legal Status

Age Concern Morgannwg (the Charity) is a Charitable Company. Company number: 06717361 with charitable status, governed by a Constitution – Registered Charity Number: 1129973. The Charity's operating title is **Age Connects Morgannwg**.

The Charity was constituted in 1977 following registration in 1978 as the Council for the Elderly in Mid Glamorgan. In 1999, a further resolution was passed and approved by the Charity Commission for the name of the Charity to become Age Concern Morgannwg and that its area of benefit changed to reflect the local government reorganisation.

Membership

Membership of the organisation is open to individuals and organisations who apply to the Charity and are approved by the Trustees. Membership is not transferrable and, currently, the only members of the organisations are the Directors of the organisation who also comprise of the Board of Trustees. The Directors have the right to establish classes of membership with different rights and obligations which are recorded in the register of members.

Appointment of Trustees

A regular review of the Boards succession and skills needs are performed to ensure that the Board recruit trustees to meet its skills gaps and support its strategic leadership through a fair, equal and consistent recruitment process.

Applications for potential trustees are sought by press advertisement, through registration with appropriate local networks and associations, and through invitations sent out in member mailings. An individual aged 16 years and older may apply.

Membership of the Board of Trustees consists of the Chair, Vice Chair and three other Trustees elected by members of the Charity as determined by the Charity's Regulations. The Board also has the power to co-opt persons to serve as members of the Board until the next election of Trustees.

Board members become members of the Charity from the time of their election. One-third of the trustees are required to stand down by rotation at each annual general meeting and may seek further reappointment.

Trustee Induction & Training

The Charity has completed its review of the process for recruiting Trustees. Potential Trustees are initially provided with reports and the organisation's strategy, that will enable them to judge whether to pursue an appointment. Application forms are completed prior to an interview with the Chair of the Charity and the Chief Executive Officer. If candidates are regarded as suitable, and wish to pursue an appointment, they are invited to observe a Board or Committee meeting and their application reviewed by the Board. Following satisfactory completion of the recruitment process, the Board will recommend appointment, as a trustee, to the Annual General Meeting.

The ongoing induction process involves meetings with key staff and attendance at training sessions, conferences, trustees and staff away days.

Organisation Governance and Structure

The Board has the overall responsibility for the governance of the Charity. It meets at least four times a year.

The Board delegates authority to the Charity Executive who leads the Management Team in the day to day management of the Charity, working within the financial framework, procedures and policies set down by the Board. The Chief Executive has delegated authority for human resource planning, employment, service development and finance.

The Board also delegates authority to the non-executive directors of its one subsidiary, Age Concern Morgannwg Trading Limited. In March 2023 one of its Directors resigned due to work commitments, leaving just one Director in place. In August 2023, that Director resigned due to ill health. The Chief Executive Officer was appointed as the sole Director in August 2023, whilst discussions about the company's future were held by the Charity Board. In August 2025 attempts were made to dissolve the company which is still in progress with HMRC. The Chief Executive resigned at the end of August 2025 and the new Directors are Lynda Williams (Trustee) and Stuart Morgan.

The Senior Leadership Team (SLT) has had a number of changes during the reporting period.

Chief Executive	Rachel Rowlands (resigned 22/08/25)
Head of Charity Development	Stuart Morgan (appointed 07/07/25)
Head of Charity Development	Lisa Gilchrist (resigned 15/07/24)
Head of Communications and Marketing	Jonathan Curtis
Head of Finance & Resources	Steve Pearce (resigned 26/09/24)
Head of Finance & Resources	Cathy Groves (appointed 25/11/24 resigned 04/03/25)
Head of Finance and Resources Interim	Allyson Griffiths (appointed 26/09/24)
Cynon Linc General Manager	Karen Davies
Public Affairs and Partnership Manager	Bethan Shoemark-Spear (resigned 19/09/25)

In previous years remuneration for SLT was determined by a Management pay structure reviewed annually by Trustees. This year the salary for Head of Charity Development and Finance and Corporate Services Lead was increased to attract suitable candidates.

Related Parties

The Charity is an active member of Age Connects Wales (ACW) (Company Number: 8104542). The alliance is made up of independent and autonomous Age Connect organisations, which share common aims and values working together to add value to the work and role of Age Connect in Wales.

Our membership of Age Connects Wales does not impose any influence or requirements on the Charity's internal policy or strategic planning framework, nor does it have any financial implications.

Risk

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks to which the Charity is exposed have been reviewed and systems established to mitigate those risks. The Board has identified the following significant risk areas (above score 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

The scoring puts greater emphasis on impact and uses the scoring system from the Charity Commission, Charities and Risk Management (CC26).

Risk Rating Impact: 1 - Insignificant; 5 - Catastrophic

Risk rating Likelihood: 1 - Remote; 5 - Highly probable

Risk and Mitigation	Likelihood (x)	Impact (y)	Score (xy+y)
Targets not achieved for Core Funding: Develop an income generation strategy that reflects the strategic objectives of the charity.	5	3	20
Sustainability of Project Income: Potential loss of existing public sector contracts resulting in: <ul style="list-style-type: none"> • Inability to deliver services to older people and meet our Charitable Purpose • Significant redundancies • Financial Contribution to the charity's infrastructure and core services. 	5	3	20
Inability to recruit and/or retain skilled and talented staff: Development and implementation of Work Force Development Plan with annual appraisal and training audit/programme.	4	3	16
Data Protection: Work continuing to achieve Cyber Essentials. Training Programme funded by the PCSS to improve data management and cyber security.	5	3	20
Changes in the Political Landscape: Political instability and changes can mean we need to develop new relationships with key decision makers, as well as different parties/leaders and individuals having varying priorities.	5	5	30

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number 06717361
Registered Charity Number 1129973
Principal & Registered Office Cynon Linc
Seymour Street
Aberdare
CF44 7BD

The Directors and Trustees

The trustees who served on the board of the Charity during the period were as follows:

Lynda Williams (Chair) (appointed Chair 05/12/23)
Lynda Chandler (Vice Chair) (appointed Vice Chair 05/12/23)
Kristian Howell (resigned 19/08/25)
Geoffrey Watts (resigned 19/08/25)
Nicola Morris (resigned 19/08/25)
Rachael Nicholson
Alison Johnson
Andrew Cobb (appointed 20/08/24)
Karen Davies (Company Secretary) (appointed 22/08/25)

Age Concern Morgannwg Trading Limited

The directors of the charity's trading subsidiary who served during the period were as follows:

Rachel Rowlands

Chief Executive Officer

Rachel Rowlands

Senior Leadership Team

Head of Finance and Resources

Steve Pearce (resigned 26/09/24)

Head of Finance and Resources

Cathy Groves (appointed 25/11/24 resigned 04/03/25)

Head of Finance and Resources (Acting)

Allyson Griffiths (appointed 25/09/24)

Head of Charity Development

Lisa Gilchrist (resigned 15/07/24)

Head of Charity Development

Stuart Morgan (appointed 07/07/25)

Head of Communications and Marketing

Jonathan Curtis

Cynon Linc General Manager

Karen Davies

Public Affairs and Partnership Manager

Bethan Shoemark-Spear (resigned 19/09/25)

Auditors

Azets Audit Services
Ty Derw
Lime Treet Court
Cardiff Gate Business Park
Cardiff
CF23 8AB

Bankers

Barclays Bank plc
91 Taff Street
Pontypridd
CF37 4SN
Handelsbanken
Cardiff Branch
2 Callaghan Square
Cardiff
CF10 5AZ
Nationwide Building
Society
Kings Park Road
Moulton Park
Northampton
NN3 6NW
Monmouthshire Building
Society
John Frost Square
Newport NP20 1PX

Solicitors

GP Law
Marchant Harries
17/19 Cardiff Street
Aberdare
CF44 7DP

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees, who are also the directors of Age Concern Morgannwg Limited for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that year.

In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

Each of the trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (effective 1 January 2015) and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The Report of the Trustees was approved by order of the board of trustees, as the company directors, on the 25/11/25 and signed on the board's behalf by:

Lynda Williams

Lynda Williams (Chair)

Date:

AGE CONCERN MORGANNWG LIMITED A COMPANY LIMITED BY GUARANTEE INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED

Opinion

We have audited the accounts of Age Concern Morgannwg Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2025 which comprise the group statement of financial activities, the group balance sheet, the charitable company balance sheet, the statement of cash flows the group statement of cashflows and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP 2019.

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2025 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities SORP 2019.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED**

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' report included within the Trustees report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's accounts are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees responsibilities, the Trustees, who are also the directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED**

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

**Katherine Parkin (Senior Statutory Auditor)
For and on behalf of Azets Audit Services, Statutory Auditor
Chartered Accountants**

Ty Derw
Lime Tree Court
Cardiff Gate Business Park
Cardiff
South Glamorgan
CF23 8AB

Date: 01 December 2025

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

		Unrestricted funds	Restricted funds	Total	Unrestricted funds - as restated	Restricted funds - as restated	Total as restated
	Notes	2025 £	2025 £	2025 £	2024 £	2024 £	2024 £
Income from:							
Donations and legacies	3	6,262	-	6,262	6,364	-	6,364
Charitable activities	4	160,779	1,130,236	1,291,015	140,646	713,967	854,613
Other trading activities	5	261,943	-	261,943	232,047	-	232,047
Investments	6	2,613	-	2,613	2,353	-	2,353
Total income		431,597	1,130,236	1,561,833	381,410	713,967	1,095,377
Expenditure on:							
Raising funds	7	59,351	-	59,351	61,542	-	61,542
Charitable activities	8	368,105	1,133,694	1,501,799	409,280	738,415	1,147,695
Total expenditure		427,456	1,133,694	1,561,150	470,822	738,415	1,209,237
Net income/(expenditure) and movement in funds		4,141	(3,458)	683	(89,412)	(24,448)	(113,860)
Reconciliation of funds:							
Fund balances at 1 April 2024 - as restated		436,918	1,954,948	2,391,866	526,330	1,979,396	2,505,726
Fund balances at 31 March 2025		441,059	1,951,490	2,392,549	436,918	1,954,948	2,391,866

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
BALANCE SHEETS
AS AT 31 MARCH 2025

	Notes	Group 2025 £	Charity 2025 £	Group 2024 As restated £	Charity 2024 As restated £
Fixed assets					
Tangible assets	14	1,912,456	1,912,456	1,938,933	1,938,933
Fixed asset investments	15	-	2	-	2
		<u>1,912,456</u>	<u>1,912,458</u>	<u>1,938,933</u>	<u>1,938,935</u>
Current assets					
Stocks	17	7,176	7,176	-	-
Debtors	18	362,296	362,296	105,322	114,489
Cash at bank and in hand		203,538	203,538	438,832	427,110
		<u>573,010</u>	<u>573,010</u>	<u>544,154</u>	<u>541,599</u>
Creditors: amounts falling due within one year	19	(92,917)	(95,532)	(91,221)	(91,221)
Net current assets		<u>480,093</u>	<u>477,478</u>	<u>452,933</u>	<u>450,378</u>
Total assets less current liabilities		<u>2,392,549</u>	<u>2,389,936</u>	<u>2,391,866</u>	<u>2,389,313</u>
Income funds					
Restricted funds	21	1,951,490	1,951,490	1,954,948	1,954,948
<u>Unrestricted funds</u>					
Designated funds	22	65,070	65,070	70,570	70,570
General unrestricted funds		375,989	373,376	366,348	363,795
		<u>2,392,549</u>	<u>2,389,936</u>	<u>2,391,866</u>	<u>2,389,313</u>

The financial statements were approved by the board of directors and authorised for issue on and are signed on its behalf by:



Lynda Williams - Chair

Company Registration No. 06717361

25/11/25

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Cash flows from operating activities					
Cash absorbed by operations	27		(229,492)		(127,626)
Investing activities					
Purchase of tangible fixed assets		(8,415)		(840)	
Investment income received		2,613		2,353	
Net cash (used in)/generated from investing activities			(5,802)		1,513
Net cash generated from financing activities			-		-
Net decrease in cash and cash equivalents			(235,294)		(126,113)
Cash and cash equivalents at beginning of year			438,832		564,945
Cash and cash equivalents at end of year			203,538		438,832

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

Age Concern Morgannwg Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Cynon Linc, Seymour Street, Aberdare, Glamorgan, CF44 7BD.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102..

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

The financial statements consolidate the accounts of Age Concern Morgannwg Limited and its material subsidiaries. The results of subsidiaries are consolidated on a line-by-line basis..

The charitable company has taken advantage of the exemption contained within 408 of the Companies Act 2006 not to present its own Statement of Financial Activities.

The income and expenditure account for the year dealt with in the accounts of the charitable company was £623 surplus (2024: £116,227 deficit).

1.2 Going concern

The Trustees recognise the challenges of generating sufficient unrestricted income to build a sustainable reserve position however plans are in place to address this.

Therefore at the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the financial statements.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Grants:

Grants are included in the statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the balance sheet. Where income is received in advance of meeting any performance-related conditions there is not unconditional entitlement to the income and its recognition is deferred and included in creditors as deferred income until the performance-related conditions are met. Where entitlement occurs before income is received, the income is accrued.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Donations:

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies:

For legacies, entitlement is taken as the earlier of the date on which either:

- a) The Charitable Company is aware that probate has been granted;
- b) The estate has been finalised and notification has been made by the executor(s) that distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, whole or in part is only considered probable when the amount can be measured reliably and the Charitable Company has been notified of the executors' intention to make a distribution. Where legacies have been notified to the Charitable Company, or the Charitable Company is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Rental Income:

Rental income from operating leases (net of any incentives given to the lessee) is recognised on a straight-line basis over the lease term. Rental received for space rented out to third parties as needed is recognised once payment has been received and event has taken place

Investment Income:

Investment income is recognised when receivable and the amount can be measured reliably by the Charitable Company; this is normally upon notification of the interest paid or payable by the bank.

Service Level Agreements:

The charitable company delivers its services through a range of Service Level Agreements where performance monitoring information is provided to the funders on a quarterly basis. The services provided are often subject to change during the year that reflects the fluctuations in demand or the introduction of new strategies. As a result, the charitable company are expected to adapt by varying overhead allocations to reflect the cost of delivering, administering, monitoring and managing the service. There is an expectation that funders Service Level Agreements will roll on year on year provided that the objectives of the contract are being satisfied.

Cynon Linc Restaurant:

Income derived from the Cynon Linc restaurant is recognised at the point of sale via the till system.

Nail Cutting Income/Support Plus Shopping Service:

The service is paid for upfront and recognised once the obligation of the service has been satisfied.

Other Income:

All other income is recognised upon the completion of the set performance obligation.

Income from subsidiary:

Income received in the trading subsidiary relates to interest receivable for the year.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies **(Continued)**

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold land and buildings	Straight Line over lease term
Fixtures and fittings	20% Reducing Balance
Computers	33.33% Straight Line
Motor vehicles	25% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.11 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.12 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Donations and gifts	6,262	6,364

The charity currently leases the building known as Cynon Linc from Rhondda Cynon Taf County Borough Council for a peppercorn rent. As the building is specialist in nature a market value rent cannot be readily obtained and therefore donated facilities income together with a notional rental expense have been not been recognised in the financial statements.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

4 Charitable activities

	Grants 2025 £	Grants 2024 £
Grants	753,420	335,460
Service level agreements	440,167	443,417
Nail cutting	86,756	66,206
Other	10,672	9,530
	<u>1,291,015</u>	<u>854,613</u>
Analysis by fund		
Unrestricted funds	160,779	140,646
Restricted funds	1,130,236	713,967
	<u>1,291,015</u>	<u>854,613</u>
Grants		
Age Connects Wales	4,000	2,675
Cwm Taf Morgannwg	26,985	36,060
Independent Age Charity	-	13,333
National Lottery	-	36,000
Pen-y-Cymoedd	65,203	43,979
Police & Crime Commissioner for South Wales	-	5,500
Regional Integrated Fund	578,640	-
Rhondda Cynon Taf CBC	16,817	18,568
Wales Community Voluntary Association	-	31,417
Welsh Government	55,308	43,688
Other	6,467	10,449
	<u>753,420</u>	<u>335,460</u>

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising income	14,987	10,333
Other income	11,021	18,222
Restaurant income	154,186	124,903
Rental income	81,749	78,589
	<u>261,943</u>	<u>232,047</u>
Other trading activities	<u>261,943</u>	<u>232,047</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

6 Income from investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Interest receivable	2,613	2,353

7 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds - as restated 2024 £
Trading costs		
Restaurant costs	59,351	61,542

The above restaurant costs were previously classified as a support cost. This reclassification has been made to better reflect the nature of the expenditure. This change in classification has no impact on the overall financial position and has been made to enhance clarity within the financial statements.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

8 Expenditure on charitable activities

	2025	As restated
	£	2024
		£
Direct costs		
Staff costs	809,176	455,094
Depreciation and impairment	-	20,287
Office costs	55,725	21,947
Motor & travel expenses	23,470	11,882
Printing, postage & stationery	23,404	5,385
Irrecoverable VAT	12,253	31,572
Bad debts written off	-	1,825
Advertising & promotions	6,906	13,977
Bank charges	2,471	2,847
Personal protective equipment	8,439	2,355
Establishment costs	2,712	35,088
Consultancy costs	23,375	-
Repairs, maintenance & IT	11,977	12,416
Project costs	16,242	33,696
Legal, professional & training costs	1,307	39,506
	<u>997,457</u>	<u>687,877</u>
Share of support and governance costs (see note 9)		
Support	478,342	444,818
Governance	26,000	15,000
	<u>1,501,799</u>	<u>1,147,695</u>
Analysis by fund		
Unrestricted funds	368,105	409,280
Restricted funds	1,133,694	738,415
	<u>1,501,799</u>	<u>1,147,695</u>

Various of the costs above have been reanalysed during the year and had previously been classified as support costs. These reclassifications have been made to better reflect the nature of the expenditure. These changes in classification have no impact on the overall financial position and has been made to enhance clarity within the financial statements.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

9 Support costs allocated to activities

	2025	2024
	£	As restated £
Staff costs	304,572	330,116
Depreciation	34,893	27,980
Establishment costs	85,414	35,089
Repairs, maintenance & IT	24,615	12,417
Office expenses	1,635	21,948
Printing, postage & stationery	6,047	5,386
Motor & travel expenses	89	11,882
Legal, professional and training costs	13,224	-
Consultancy costs	7,853	-
Governance costs	26,000	15,000
	<u>504,342</u>	<u>459,818</u>
Analysed between:		
Charitable activities	<u>504,342</u>	<u>459,818</u>

10 Net movement in funds

	2025	2024
	£	As restated £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the audit of the charity's financial statements	26,000	15,000
Depreciation of owned tangible fixed assets	34,893	48,267
	<u>26,000</u>	<u>48,267</u>

11 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year or the prior year.

12 Employees

The average monthly number of employees during the year was:

	2025	2024
	Number	Number
Charitable	48	42
Support	4	4
Governance	2	1
	<u>54</u>	<u>47</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

12 Employees	(Continued)	
Employment costs	2025	2024
	£	£
Wages and salaries	1,015,388	721,153
Social security costs	68,592	40,114
Other pension costs	29,768	23,943
	<u>1,113,748</u>	<u>785,210</u>

Included in the above amounts are redundancy costs of £Nil (2024: £14,920).

Key management personnel

The total remuneration paid to key management personnel during the year (including gross salary, employers national insurance contributions and employers pension contributions) was £201,065 (2024: £208,549).

There were no employees whose annual remuneration was more than £60,000.

13 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

14 Tangible fixed assets

	Leasehold land and buildings	Fixtures and fittings	Motor vehicles	Total
	£	£	£	£
Cost				
At 1 April 2024 - as restated	1,946,883	200,181	36,567	2,183,631
Additions	-	8,415	-	8,415
At 31 March 2025	<u>1,946,883</u>	<u>208,596</u>	<u>36,567</u>	<u>2,192,046</u>
Depreciation and impairment				
At 1 April 2024 - as restated	60,210	147,920	36,567	244,697
Depreciation charged in the year	20,287	14,606	-	34,893
At 31 March 2025	<u>80,497</u>	<u>162,526</u>	<u>36,567</u>	<u>279,590</u>
Carrying amount				
At 31 March 2025	<u>1,866,386</u>	<u>46,070</u>	<u>-</u>	<u>1,912,456</u>
At 31 March 2024 - as restated	<u>1,886,672</u>	<u>52,261</u>	<u>-</u>	<u>1,938,933</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

15 Fixed asset investments

		Unlisted investments	
		£	
Cost or valuation			
At 1 April 2024 & 31 March 2025			2
Carrying amount			
At 31 March 2025			2
At 31 March 2024			2
Other investments comprise:		2025	2024
	Notes	£	£
Investments in subsidiaries	16	2	2

16 Subsidiaries

Details of the Charity's subsidiaries at 31 March 2025 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Age Concern Morgannwg Trading Limited	Cynon Linc, Seymour Street, Aberdare, Wales, CF44 7BD	Inactive	Ordinary	100.00	

The aggregate capital and reserves and the result for the year of subsidiaries included in the consolidation was as follows:

Name of undertaking	Profit/(Loss)	Capital and Reserves
	£	£
Age Concern Morgannwg Trading Limited	60	2,615

Subsequent to the year end, the trustees made the decision to dissolve the trading subsidiary, Age Concern Morgannwg Trading Limited. The subsidiary had ceased trading prior to the year end, and following a review of its ongoing purpose and financial position, it was concluded that it was no longer necessary to retain the entity. No adjustments have been made to these consolidated financial statements as a result of this decision.

17 Stocks

	2025	2024
	£	£
Finished goods and goods for resale	7,176	-

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

18 Debtors	2025 Group £	2025 Charity £	2024 Group £	2024 Charity £
Amounts falling due within one year:				
Trade debtors	340,082	340,082	73,043	73,043
Amounts due from subsidiary undertakings	-	-	-	9,168
Prepayments and accrued income	22,214	22,214	32,279	32,279
	<u>362,296</u>	<u>362,296</u>	<u>105,322</u>	<u>114,490</u>

19 Creditors: amounts falling due within one year	2025 Group £	2025 Charity £	2024 Group £	2024 Charity £
Notes				
Other taxation and social security	14,594	14,594	6,542	6,542
Deferred income	15,347	15,347	22,604	22,604
Trade creditors	21,489	21,489	18,378	18,378
Amounts due to subsidiary undertakings	-	2,615	-	-
Other creditors	6,966	6,966	13,122	13,122
Accruals	34,521	34,521	30,575	30,575
	<u>92,917</u>	<u>95,532</u>	<u>91,221</u>	<u>91,221</u>

20 Government grants

Deferred income is included in the financial statements as follows:

	2025 £	2024 £
Deferred income is included within:		
Current liabilities	<u>15,347</u>	<u>22,604</u>
Movements in the year:		
Deferred income at 1 April 2024	22,604	34,308
Released from previous periods	(22,604)	(34,308)
Resources deferred in the year	<u>15,347</u>	<u>22,604</u>
Deferred income at 31 March 2025	<u>15,347</u>	<u>22,604</u>

Deferred income relates to grant income received in advance which has been appropriately deferred under the terms and conditions of the funding (2024: grant income received prior to 31 March 2024 relating to the 2024/25 financial year).

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds				Movement in funds				
	Balance at 1 April 2023 As restated £	Incoming resources £	Resources expended As restated £	Transfers £	Balance at 1 April 2024 As restated £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 March 2025 £
Rhondda Cynon Taf CBC - Community & Day Unit Resource Centre	14,136	-	-	-	14,136	-	-	-	14,136
Rhondda Cynon Taf CBC - Food Support	277	-	-	-	277	-	-	-	277
Cwm Taf Morgannwg HB - Better @ Home Service	50,487	202,068	(170,863)	(16,069)	65,623	208,332	(185,331)	-	88,624
Cwm Taf Morgannwg HB - Hospital Discharge Service	-	88,200	(104,268)	16,069	1	90,935	(90,936)	-	-
Cwm Taf Morgannwg HB - Vaccination Transportation	19,539	1,981	(1,981)	-	19,539	-	-	-	19,539
Voluntary Action Merthyr Tydfil - ICF - Volunteer Service	783	17,161	(17,161)	-	783	34,819	(35,602)	-	-
Voluntar Action Merthyr Tydfil - COVID Recovery Grant- Volunteer Service	5,147	-	-	-	5,147	-	-	-	5,147
Voluntary Action Merthyr Tydfil - Dementia Information and Advice	2,771	25,000	(25,000)	-	2,771	185,204	(185,204)	-	2,771
Community Foundation Wales - Reserch Project	1,700	-	-	-	1,700	-	-	-	1,700
Community Foundation Wales - Respond & Recover	2,734	-	-	-	2,734	-	-	-	2,734
ICF Capital - Cynon Linc	1,159,739	-	(14,108)	-	1,145,631	-	(13,732)	-	1,131,899
National Lottery - Cynon Linc	569,362	-	(17,386)	-	551,976	-	(9,747)	-	542,229
Dunhill Medical Trust - Cynon Linc	95,135	-	(1,347)	-	93,788	-	(1,008)	-	92,780
WCA - Cynon Linc	39,090	-	(1,394)	-	37,696	-	(1,188)	-	36,508

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds	(Continued)									
Welsh Government - Foundational Economy Simply Together	2,599	-	(2,599)	-	-	-	-	-	-	-
WCVA - Michael Sheen Storm Dennis Fund	272	-	(272)	-	-	-	-	-	-	-
Keeping in Touch	1,567	-	(1,567)	-	-	-	-	-	-	-
Cwm Taf Morgannwg HB - Hospital to Home	256	-	(256)	-	-	-	-	-	-	-
Simply Nails	975	-	(656)	-	319	-	-	-	-	319
Rayne Foundation	38	-	-	-	38	-	-	-	-	38
Cwm Taf Morgannwg Mind - COVID Response	7,732	-	-	-	7,732	-	-	-	-	7,732
Interlink - Volunteer Training	250	-	-	-	250	-	-	-	-	250
Interlink - Winter Pressures	3,308	-	-	-	3,308	-	-	-	-	3,308
Welsh Government - Winter	1,499	-	-	-	1,499	-	-	-	-	1,499
MTBC Activities Coordinator	-	31,215	(31,215)	-	-	31,215	(31,215)	-	-	-
Aberystwyth University	-	2,000	(2,000)	-	-	-	-	-	-	-
Police & Crime Commissioner	-	5,500	(5,500)	-	-	-	-	-	-	-
RCT Workers Dementia Outreach	-	38,340	(38,340)	-	-	70,263	(70,263)	-	-	-
PYC	-	95,157	(95,157)	-	-	-	-	-	-	-
Lottery	-	40,265	(40,265)	-	-	-	-	-	-	-
RCT Winter Hardship	-	2,000	(2,000)	-	-	-	-	-	-	-
RCT Communities Facility Support	-	540	(540)	-	-	-	-	-	-	-
CTM UHB	-	28,312	(28,312)	-	-	-	-	-	-	-
Home First Trusted Assessor	-	18,000	(18,000)	-	-	312,527	(312,527)	-	-	-
Independent Age	-	18,000	(18,000)	-	-	-	-	-	-	-
RCT I&A	-	49,623	(49,623)	-	-	-	-	-	-	-
RCT Shared Prosperity Fund	-	24,738	(24,738)	-	-	55,307	(55,307)	-	-	-
Unpaid Carers	-	9,590	(9,590)	-	-	-	-	-	-	-
WCVA	-	16,277	(16,277)	-	-	-	-	-	-	-
Feet First	-	-	-	-	-	46,090	(46,090)	-	-	-
RCT Neighbourhood Network Grant	-	-	-	-	-	960	(960)	-	-	-

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds	(Continued)								
Pen-y-Cymoedd Vision Fund	-	-	-	-	-	67,599	(67,599)	-	-
CTMUHB Pension Credit	-	-	-	-	-	26,985	(26,985)	-	-
	<u>1,979,396</u>	<u>713,967</u>	<u>(738,415)</u>	<u>-</u>	<u>1,954,948</u>	<u>1,130,236</u>	<u>(1,133,694)</u>	<u>-</u>	<u>1,951,490</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds

(Continued)

Rhondda Cynon Taff CBC - Community & Day Resource Centre: Funding to provide ancillary support to local authority day care setting and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities and to continue providing support to those beneficiaries in the community where appropriate.

Rhondda Cynon Taff CBC - Food Support: Funding for welcome home food packs for when patients are discharged from hospital. The packs are free at the point of delivery and include food provisions to support the older person through the initial time of being home.

Cwm Taf Morgannwg HB - Better @ Home Service: Funding to support the safe discharge home from Prince Charles Hospital and ongoing support required to return to independent living, as well as the provision of community support throughout Merthyr and RCT to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.

Cwm Taf Morgannwg HB - Hospital Discharge Service: Funding to support the safe discharge home from Princess of Wales Hospital and ongoing support required to return to independent living as well as the provision of community support throughout Bridgend to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.

Cwm Taf Morgannwg HB - Vaccination Transportation: Funding to provide a vaccination transport service, free at the point of delivery, for anyone struggling to get to their COVID-19 vaccination appointment.

Voluntary Action Merthyr Tydfil - ICF Volunteer Service: Revenue funding to deliver befriending services to support lonely and isolated individuals across RCT and Merthyr Tydfil via the Reaching Out Project.

Voluntary Action Merthyr Tydfil - COVID Recovery Grant Volunteer Services:

Voluntary Action Merthyr Tydfil - Dementia Information & Advice: Funding was secured to provide 40 sensory boxes at Christmas for older people living with Dementia who would not have received a gift. The sensory boxes contained several items linked to the senses and occupation and consisted of a Christmas Eve box that included twiddle muffs, jingle bells, selection packs, shortbread biscuits, body sprays, Adult coloring books & pencils. These were distributed before Christmas by staff and volunteers to service users.

Community Foundation Wales - Research Project: Funding to complete research projects into the expectations of older age and funding secured for a full-time administrator focused on providing an element of core support within the organization alongside strengthening the organizations monitoring and evaluation.

Community Foundation Wales - Respond & Recover: Funding to provide support to communities in responding to and recovering from the effects of the COVID pandemic.

ICF Capital - Cynon Linc: Welsh Government funding to support large capital projects that contribute to Health and Social Care.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds

(Continued)

The National Lottery Community Fund - Cynon Linc: Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.

Dunhill Medical Trust: Cynon Linc - Capital funding to support the Cynon Line project.

Welsh Government - Foundational Economy Simply Together: Simply Together works closely with the Rhondda GP cluster and wellbeing co-ordinators, to support individuals to attend medical appointments, engage in activities in the community, and provide support with all aspects of managing the home.

Merthyr Tydfil Activities Co-ordination: Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.

WCVA - Michael Sheen Storm Dennis Fund: Funding to replace equipment destroyed by Storm Dennis.

Keeping in Touch Cwn Taf Morgannwg HB - Hospital to Home:

Rayne Foundation: Funding to replace equipment destroyed by Storm Dennis.

Cwm Taf Morgannwg Mind - COVID Response: Funding for a single point of access hub, in collaboration with other third sector partners, providing mental health support to people across RCT.

Interlink - Volunteer Training: Funding to provide free training to volunteers throughout RCT on telephone befriending and dementia awareness.

Interlink - Winter Pressures : Funding to support the development of Coffee Mornings and craft/activity sessions for people with dementia and their careers.

Welsh Government - Winter Pressures : Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

Aberystwyth University: To undertake a research project into how older people experience public transport.

Police & Crime Commissioner: Funding towards training costs for cyber awareness accreditation.

RCT Workers Dementia Outreach: To provide outreach support to people living with dementia in their own homes.

Pen Y Cymoedd Wind Farm Community Fund: Funding for 3 posts to support the Cynon Linc Growth Project Phase 2 – the posts were Hospitality Manager, Receptionist/ Events Co-ordinator and Little Lincs Play Coordinator.

Lottery: Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

21 Restricted funds

(Continued)

RCT Winter Hardship: Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

RCT Communities Facility Support: Funding from RCTCBC to support revenue costs for assets that have been transferred to the community under the Community Asset Transfer programme.

Cwm Taff Morganwg UHB Simply Nails - Feet First - Funding to provide an affordable nail cutting service for the community

Cwm Taff Morganwg UHB Trusted Assessor Home First - Funding to support older people home from hospital in their own homes

Welsh Government - Winter Pressures: Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

Independent Age - Community Project: Funding for Information and Advice at outreach centres within the charity catchment area.

RCT I&A - Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs.

RCT Shared Prosperity Fund - Funding for equipment in Cynon Linc as well as a contribution towards salaries for a Hospitality Manager and Reception staff.

Unpaid Carers - Funding to support clients and their carers.

Feet First: Funding to provide an affordable nail cutting service for the community.

RCT Neighbourhood Network Grant: Funding to support activities in the community

Pen-y-Cymoedd Vision Fund: Funding for 3 posts to support the Cynon Linc Growth Project Phase 2.

CTMUHB Pension Credit: Funding to support costs of delivering Pension credit /Winter Fuel campaign.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

22 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2024	Incoming resources	Resources expended	At 31 March 2025
	£	£	£	£
Age Connects Wales	2,000	-	-	2,000
Development of Trading Opportunities	20,091	-	-	20,091
Business Continuity - Disaster Recovery	20,000	-	-	20,000
Digital Transformation	28,479	-	(5,500)	22,979
General funds - as restated	363,795	431,537	(421,956)	373,376
	<u>434,365</u>	<u>431,537</u>	<u>(427,456)</u>	<u>438,446</u>
Previous year:	At 1 April 2023	Incoming resources	Resources expended	At 31 March 2024
	£	£	£	£
Age Connects Wales	2,000	-	-	2,000
Development of Trading Opportunities	20,091	-	-	20,091
Business Continuity - Disaster Recovery	20,000	-	-	20,000
Digital Transformation	29,559	-	(1,080)	28,479
General funds - as restated	454,680	381,410	(469,742)	366,348
	<u>526,330</u>	<u>381,410</u>	<u>(470,822)</u>	<u>436,918</u>

ACW - For Age Concern Morgannwg share of funding costs of ACW

Developing of Trading Opportunities - To Facilitate new trading opportunities for the charity

Disaster Recovery - To fund any unforeseen, emergency costs relating to the information technology infrastructure, premises costs or loss of business as a result of fire, flood or malicious content

Digital Transformation - To support the charity's plans to improve access to and use of digital solutions for staff, volunteers and customers. The aim of digitalization is to align with and deliver on the strategic objectives of the organization and achieve efficiency and boost resources.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

23 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total Unrestricted funds	Restricted funds	Total
	2025	2025	2025	2024	2024
	£	£	£	£	£
Fund balances at 31 March 2025 are represented by:					
Tangible assets	108,721	1,803,735	1,912,456	109,523	1,829,410
Current assets/(liabilities)	332,338	147,755	480,093	327,395	125,538
	<u>441,059</u>	<u>1,951,490</u>	<u>2,392,549</u>	<u>436,918</u>	<u>1,954,948</u>
	<u><u>441,059</u></u>	<u><u>1,951,490</u></u>	<u><u>2,392,549</u></u>	<u><u>436,918</u></u>	<u><u>1,954,948</u></u>

24 Related party transactions

During the year, the Charitable Company purchased goods from a Company in which one of the trustees has a 20% ownership interest. The transactions were undertaken in the normal course of business and at an arms length basis. Total purchases from this company during the year amounted to £200 (2024: £200). At the balance sheet date the amount outstanding was £Nil.

The Charitable Company is an active member of the Age Connects Partnership in Wales. The Partnership is made up of independent and autonomous Age Concern organisations, which share common aims and values working together to add value to the work and role of Age Concern in Wales.

During the year, the Company received cash of £11,782 (£Nil) from its wholly owed subsidiary Age Concern Morgannwg Trading Limited.

25 Operating lease commitments

Lessee

At the reporting end date the Charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2025	2024
	£	£
Within one year	7,355	6,572
Between two and five years	28,997	10,762
In over five years	5,066	-
	<u>41,418</u>	<u>17,334</u>
	<u><u>41,418</u></u>	<u><u>17,334</u></u>

Lessor

The operating leases represents leases to third parties. The leases are negotiated over terms of 10 years and rentals are fixed over 3 years. All leases are subject to a rent review every 3 years and only the lessor can trigger a rent review.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

26 Members liability

The charity is a private company limited by guarantee, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charitable company in the event of liquidation.

27 Cash absorbed by operations	2025	2024
	£	£
Surplus/(deficit) for the year	683	(113,860)
Adjustments for:		
Investment income recognised in statement of financial activities	(2,613)	(2,353)
Depreciation and impairment of tangible fixed assets	34,893	48,267
Movements in working capital:		
(Increase) in stocks	(7,176)	-
(Increase) in debtors	(256,974)	(26,372)
Increase/(decrease) in creditors	8,952	(21,604)
(Decrease) in deferred income	(7,257)	(11,704)
Cash absorbed by operations	(229,492)	(127,626)

28 Analysis of changes in net funds

The Charity had no material debt during the year.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

29 Prior period adjustment

Changes to the balance sheet

		At 31 March 2024		
		As previously reported	Adjustment	As restated
		£	£	£
Fixed assets	1			
Tangible assets		1,895,140	43,793	1,938,933
		<u>1,895,140</u>	<u>43,793</u>	<u>1,938,933</u>
Income funds				
Restricted funds	2	2,129,388	(174,440)	1,954,948
Unrestricted funds	2	218,685	218,233	436,918
		<u>2,129,388</u>	<u>(174,440)</u>	<u>1,954,948</u>
		<u>218,685</u>	<u>218,233</u>	<u>436,918</u>
Total funds		<u>2,348,073</u>	<u>43,793</u>	<u>2,391,866</u>

		At 31 March 2023		
		As previously reported	Adjustment	As restated
		£	£	£
Fixed assets	1			
Tangible assets		1,945,009	41,351	1,986,360
		<u>1,945,009</u>	<u>41,351</u>	<u>1,986,360</u>
Income funds				
Restricted funds	1, 2	2,134,989	(155,593)	1,979,396
Unrestricted funds	1, 2	329,386	196,944	526,330
		<u>2,134,989</u>	<u>(155,593)</u>	<u>1,979,396</u>
		<u>329,386</u>	<u>196,944</u>	<u>526,330</u>
Total funds		<u>2,464,375</u>	<u>41,351</u>	<u>2,505,726</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

29 Prior period adjustment (Continued)

Changes to the profit and loss account

		Period ended 31 March 2024		
		As previously reported	Adjustment	As restated
		£	£	£
Expenditure on:				
Raising funds	3	-	61,542	61,542
Charitable activities	4	1,211,679	(63,984)	1,147,695
Net movement in funds	4	(116,302)	2,442	(113,860)

- 1 It was identified that irrecoverable VAT on fixed asset additions prior to y/e 31 March 2023 had been erroneously expensed; the impact of this on the purchase cost of the assets and the subsequent depreciation charged has been adjusted for in the opening position as at 1 April 2023.
- 2 It was identified that while capital grants received prior to y/e 31 March 2023 had been utilised appropriately to purchase fixed assets, the allocation of assets between the funds had not been appropriately reflected in the statutory accounts.
- 3 It was identified that costs of raising funds had been incorrectly included within charitable expenditure in the prior year.
- 4 Further to Note 1 above, £2,442 is the additional depreciation charge that should have been recognised in y/e 31 March 2024 following the adjustments to the purchase cost of the related assets.



www.ageconnectsmorgannwg.org.uk

Registered Charity No: 129973 | Company No. 6717361

AGE CONCERN MORGANNWG LIMITED

England & Wales - Charity number 1129973

Accounts

Charity registration number 1129973

Company registration number 06717361 (England and Wales)

AGE CONCERN MORGANNWG LIMITED
(A COMPANY LIMITED BY GUARANTEE)
TRADING AS
AGE CONNECTS MORGANNWG
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

AGE CONCERN MORGANNWG LIMITED

A COMPANY LIMITED BY GUARANTEE

CONTENTS

	Page
Trustees report	1-57
Statement of Trustees responsibilities	58
Independent auditor's report	59 - 61
Statement of financial activities	62
Balance sheet	63
Statement of cash flows	64
Notes to the financial statements	65 - 84

TRUSTEES STATEMENT

The trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ending 31st March 2024 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP (FRS 102) – second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

CHAIR'S STATEMENT

It is my great pleasure to present this report, in my first year as Chair of the Board of Trustees.

We believe all older people should have access and opportunities to engage in social activities that help reduce feelings of loneliness and isolation; that they should have sufficient income to afford food, warmth and shelter and have the opportunity to work, participate and make choices about their life. We believe they should be protected from financial, emotional, psychological, physical or sexual exploitation, neglect and abuse and that they should be listened to and have their wishes respected when decisions are made about their independence, including where they live and who cares for them.

Our strategy for 2023-2026 entitled Together for Older People, clearly sets out a programme of work to deliver the strategic priorities that reflect our ambition and aspirations for older people:

- We will create opportunities for older people to inform and improve our work.
- We will use our influence individually, collectively and in partnership to be a champion for older people.
- We will increase and invest in our volunteer workforce to sustain the work of the charity.
- We will develop and grow sustainable income streams to support our work and build our resilience.
- We will invest resources in the growth and welfare of our people.
- We will work towards becoming an Accredited Net Zero Organisation by 2040.
- We will continue the digital transformation of our charity; exploring new technology, opening access to more people, future-proofing our work, and delivering significant efficiencies.

A key delivery programme of our strategy is called 'Leaving No One Behind' and aims to equip the charity with the opportunity, knowledge, skills and technology to continue to work with older people today and in future generations to come. Comprising three strands, **EngAGE** will cultivate an environment where older people co-produce community projects, become local activists for change and improvement and create long term social connections. **Connect** will focus on ensuring that older people are taken on the digitalisation journey in a way that they can engage with, identifying barriers and developing solutions. These two strands will feed into **Sustain**, working towards becoming an accredited Net Zero organisation by 2040 and ensuring that older people are a significant part of this journey.

This report describes the progress we are making in delivering on these priorities, through established services and new work programmes. During the reporting period, **95,819** people used our services, attended our events and engaged in our work. This includes **82,162** contacts made at our Cynon Linc Community Hub.

Since opening its doors in 2021, Cynon Linc has recorded 177,000 contacts, with numbers of beneficiaries growing annually. The ongoing success of the Hub is due to the fantastic work of the Cynon Linc team who, with very limited resources and an ambitious income generation target, have worked tirelessly to develop a truly inclusive programme. Many of our visitors return daily or weekly to eat in the restaurant, attend classes or visit one of our many partner providers. The whole ethos of Cynon Linc is that it is representative of the community it serves, that the activities delivered there reflect what people want and that those activities promote a sense of belonging, of community cohesion and ownership of the Hub's success.

Across our charity services, we worked with **13,627** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice, compared to 9,027 in the previous year. This is a 51% increase and reflects the extended reach of new services such as the 'Info Street' project which took our information and advice team into communities, and our EngAGE Project, funded by the UK Government Levelling Up programme.

We helped raise **£1,734,789** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently, compared to £1,253,140 in the previous year. This is a 27% increase and reflects the impact of cost-of-living pressures and the outcome of our campaign to raise awareness about the help and support available through a range of schemes and entitlements.

Across the UK, news bulletins have reported on the unprecedented pressure faced by the NHS and social care system, from ambulance waiting times to delayed transfers of care for those who need ongoing care and support in the community. For over three decades, the charity has provided effective and impactful hospital to home and preventative services that help older people live independently at home. Since publishing 'Passing the Baton' in 2008, Welsh Government has been building on its commitment to improve hospital discharge planning and in 2018 the Discharge to Recover and Assess Model was introduced. This model was supported by a Hospital to Home Community of Practice, of which the charity is a member, who published key learning and practice examples of whole system approaches that worked well across Wales.

One of these examples is the introduction of Trusted Assessors as part of the multi-disciplinary discharge planning team in general hospitals. Using Welsh Government Regional Integrated funding, the CTM Regional Partnership Board commissioned the charity to deliver the Home First Trusted Assessor Team from April 2024. I look forward to reporting on the impact the team will have on the experience and outcomes of patients who do not need a package of care and support following discharge from hospital but who need a little extra help to get home and remain as safe and independent at home for as long as possible. Our Community based Support Worker Team work will work seamlessly with the Trusted Assessor team in providing the essential low level, short term support that can make such a huge difference to the confidence of older people returning home after a hospital stay.

As a generic charity for older people, our work often touches the lives of people living with dementia, both as the person with the diagnosis and those who provide their care and support. In 2021, the All Wales Dementia Care Pathway of Standards was published, which set out 20 standards aimed at improving dementia care for individuals and their carers and providing a clear pathway towards implementing effective standards in dementia care by 2023. Standard 12 requires that '*People living with dementia and their carers will have a named contact (connector) to offer support, advice and signposting, throughout their journey from diagnosis to end of life*'. In 2023, the Regional Partnership Board commissioned the charity to deliver the dementia connector service through its new Dementia Matters Programme. We want to be prepared for a future with an increasing older population and a much greater demand for support to live with dementia. Our Dementia Matters Programme will ensure we are visible as a 'dementia friendly' and knowledgeable organisation working locally in our communities.

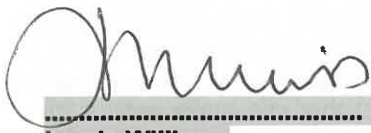
More generally, we have continued to deliver services and support that focus on the health and wellbeing of older people who are experiencing feelings of loneliness or isolation. Our Volunteering Matters Programme now offers something for everyone, whether it be face to face befriending through our Companions service or by more traditional written means through the Pen-Pal scheme. Our Volunteers work right across the organisation, as befrienders, admin support, catering assistants, play facilitators, activities co-ordinators and entertainers. I should take this opportunity to thank our incredible volunteer workforce for their dedication, their compassion and most importantly, their time.

Our understanding of new opportunities that deliver for older people has never been stronger, or clearer, thanks to the work of our engagement and public affairs team. Through its Chief Executive, Officer the charity continues to contribute to local, regional and national conversations on the issues that affect older people, providing a strong voice on issues such as access to public transport, access to care and support and on the impact of changes to healthcare provision or amenities like refuse collection and public toilets.

I am delighted to have welcomed three new trustees to the Board during the reporting period, with a fourth due to join us during the 2024/25 year. Between them, they bring extensive knowledge, skill and expertise from the fields of mental health, safeguarding and social care and have already demonstrated their ability to scrutinise, challenge and support the executive team and the wider board. I would like to extend my sincere thanks to my fellow Trustees for their commitment and contribution, I look forward to working with them as we deliver the next phase of plans in the coming year.

**AGE CONCERN MORGANNWG LIMITED
TRUSTEES ANNUAL REPORT
FOR THE YEAR ENDED 31 MARCH 2024**

Finally, I would like to thank our workforce, paid and voluntary, for their dedication and compassion in the course of our work. Our leadership team continues to demonstrate its commitment to the vision set out in our three year strategy, despite challenges to recruit into key positions. Despite their small number, they have strength in depth of knowledge, creativity and tenacity resulting in their ability to achieve great things by working together.



**Lynda Williams
Trustee and Chair of the Board**

Date: 14/1/25

OBJECTIVES AND ACTIVITIES

Vision & Mission Statement

Our Vision is that people live in a society where older people are respected and enabled to meet their aspirations.

Our Mission is to make a difference to the quality of life of older people and promote a positive view of ageing.

Our Organisational Objectives are set out in our governing document (Constitution) and define the object of the Charity as:

To promote the relief of elderly people in any manner, which now hereafter, may be deemed by law to be charitable in and around the County Borough Councils of Bridgend, Merthyr Tydfil, Rhondda Cynon Taff.

To achieve this, the Charity is committed to developing and promoting itself via the following methods:

- Service and support.
- Public education and advocacy.
- Innovation and research.
- Partnership and co-operation.

In shaping our objectives, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2).

Aims of the Charity

We will help and support older people, especially those who are vulnerable, isolated and in poverty.

The Charity's aims are to:

- Enable older people to secure and uphold their rights at times when they may be vulnerable.
- Provide opportunities for older people to participate and engage as active citizens.
- Provide independent, accurate and up to date information.
- Provide a wide range of information and a variety of services through a committed and high-quality workforce.
- Provide support for older people to remain living in their home of choice for as long as they wish.
- Promote health and wellbeing through a range of activities.

Organisational Objectives

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure that we are in a position to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries.
- Sell commercial products and services that will generate unrestricted income and contribute to our sustainability.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

OBJECTIVES AND ACTIVITIES - continued

Objectives and activities - main activities undertaken to further the Charity's purposes

We deliver our work through five departments, each with a focus on the strategic priorities agreed by the Board:

Department	Purpose	Lead
Charity Services	To deliver sustainable activities and services directly to older people in a variety of settings in the community and at the Cynon Linc Community Hub. Activities include: <ul style="list-style-type: none"> • Volunteering Programme • Information, Advice and Assistance • Hospital to Home services • Residential/Day Service Activities • Dementia Support • Simply Nails • Engage Project 	Head of Charity Development (HOCD)
Cynon Linc	To deliver a sustainable intergenerational community hub on a social enterprise basis, for the purpose of raising unrestricted income to support the wider work of the charity	General Manager (CLGM)
Policy and Public Affairs	To ensure we deliver our commitment to listening and learning from older people, using their lived experience to inform our work, influence change and shape policy.	Chief Executive Officer (CEO)
Marketing and Communications	To build our audience, raise awareness of our activities, advance our digital agenda, and support income generation through commercial activities at Cynon Linc, fundraising and partnership opportunities.	Head of Marketing and Communications (HOMC)
Business Support	To manage the delivery of services such as finance, HR and governance support.	Head of Finance and Resources (HOFR)

Public Benefit

The trustees have reviewed the Charity Commission's guidance on public benefit and agreed that they meet the requirements set out therein, due to its achievement under the Objectives and Activities section.

ACHIEVEMENTS AND PERFORMANCE

CHARITY SERVICES

Independent Information and Advice

The service offers general and specialist advice on a wide range of issues affecting older people including:

- Maximising income and claiming welfare benefits.
- Care homes and charging procedures.
- Planning for the future - Wills, Funeral Plans and Equity Release.
- Aids and adaptations to help remain in your own home.
- Schemes to keep your home warm and energy efficient.
- Managing financial affairs and taxation.
- Housing and tenancy.
- Money Matters.

During this period, supported people over the phone, at home, in community venues and at our Info Hub in Cynon Linc, Aberdare.

During the period 1st April 2023 – 31st March 2024 the specialist advice team supported **1144** new clients with 965 confirmed benefits awarded, up by 1.6% from 2023. The total entitlements claimed during the period was **£1,734,789** (2023: £1,253,140) including backdated awards of £460,183.50.

Our Information and Advice Team also completed applications below:

TYPE	No
Welfare Benefits	738
Consumer issues/utilities, (gas, electric etc),	165
Housing	19
Health	23
Legal – wills	10
Travel – Blue badge, Rail cards	122
Residential Care	38
Other financial queries	29
TOTAL	1,144

In December 2022 we received 12 months funding from Independent Age, to develop outreach Information & Advice sessions for those who are unable to attend appointments in our offices and to extend our area of reach. We also visited people in their own homes if they were unable to visit us at one of our Pop Up advice sessions at Cost Of Living events throughout RCT, Merthyr and Bridgend.

Using community venues for both ‘drop in’ and appointments has allowed us to reach more locations including Pontyclun Library, Pontypridd Library, Pontypridd Community Hub Office, Porth and Treorchy Libraries. Unfortunately, Independent Age funding only ran for one year but having seen the value of the outreach work provided, we continued funding the service from our reserves until alternative funding could be secured.

Specialist Information and Advice Service - Case study

Mr and Mrs P requested a benefits check after hearing about our services through attending a community event. Mrs P was on High Rate Mobility DLA but no Care component. Mr P was not on any disability benefits but had numerous health conditions. We asked for a review of Mrs P's DLA Care and supported her to fill the form in, We also claimed Attendance Allowance for Mr. P. They were both awarded the highest rate of each benefit. Carers Allowance awards could now be claimed for them to care for each other. Both Mr and Mrs P were awarded underlying entitlement of Carers Allowance. Due to the government's minimum income guarantee, Mr and Mrs P were now eligible for Guarantee Pension Credit. The Pension Credit claim was completed and awarded. Due to Guarantee Pension Credit being a passport benefit, they would now be eligible for full council tax reduction, free TV licence, help with vision glasses and dental services as well as other support from DWP. All in all, Mr and Mrs P are £267 per week better off. They were incredibly relieved as they do not have to worry so much about heating the home and buying food. They can also pay for their shopping to be done and delivered, they can afford cleaners and they can also pay carers to help with everyday tasks and help them get out and about as they struggle with mobility. They said they felt like they had a lot more knowledge about their finances and hoped to put some money aside for a weekend break at the seaside. **Client Quote:** "Thank you so much for the advice and support, it has been life-changing. We are so thankful to Age Connects Morgannwg".

LEAP (Local Energy Advice Partnership)

In January 2024 we went "live" with LEAP which offers free home energy advice in the community. Eligibility for the service includes being in receipt of Income Based Benefits, Disability Benefits or having a low household income of less than £31k per annum. The scheme is open to people of all ages. The scheme is one of many free products available across the UK that supports people to increase their home energy efficiency and reduce what they spend on energy at home.

This new partnership is an income generator for the charity as we receive a fee for all assessments completed and for promotional work. The charity has invested in a LEAP Assessor role, who began in January 2024 and spent much of that time completing the relevant NVQ Qualification and training. Once fully operational, our Assessor completed 19 assessments during the reporting period.

ACHIEVEMENTS AND PERFORMANCE – continued

COMMUNITY OUTREACH

Activities Co-ordination (Residential and Day Care Settings)

Currently delivered in two residential homes in Merthyr Tydfil and funded by Merthyr Tydfil County Borough Council, our Activity Co-ordinators provide meaningful, therapeutic daily activities that stimulate the mind and body. Working closely with the care team on site, our workers ensure that residents have the opportunity to maintain or learn new skills, hobbies and interests. There is potential for this service to be marketed to other care homes and extra care settings.

The service receives high praise from managers of both settings as well as residents and other staff. We support individuals with and without dementia. Our workers ensure the residents have opportunities to maintain or learn new skills, hobbies and interests. We work in a person-centred way, with residents helping to shape group plans. We also work with individual residents who are unable to take part in group activities. We supported over 45 people per week in both homes during the reporting period.



Case Study from Zoe, Activities Co-ordinator at Ty Bargoed Care Home, Merthyr Tydfil

“We have a group of gardeners that visit us once a week and together we have been planting a range of vegetables and flowers. As part of our activities, residents have planted potatoes, beans, tomatoes, peppers, peas and strawberries amongst other plants. Residents help water the garden and the best bit is picking the produce which we give to our kitchen who will then serve it for the residents’ dinners. It has been great it gets the residents outside and gives them something to take care of. It also gives them a sense of achievement when picking and eating what they have grown.”

Joint Working with Social Care Teams

Based within Rhondda Cynon Taf Council Social Services, our small team of outreach workers provided practical and emotional support to people aged 50+ who have a diagnosis of dementia or other functional mental health condition. Our support enables them to remain living independently in their own home for as long as possible. Our support staff encourage and support people to build confidence and motivation to maintain their independence and sense of achievement.

Hours of support provided varied with some clients supported on a long term or medium basis, whilst others receiving fewer visits based on their individual needs.

We had 106 new referrals in the 2023 financial year.

Following the local authority's review of day care services across RCT, funding for this project finished in March 2024.

Joint Working in Teams Case study: Bev

Bev was supported by our JWIT Support Worker, Shelley. Bev was physically disabled following an accident in her teens and was referred by Social Services for support as her mental health was deteriorating and she had become reclusive and began hoarding. Shelley supported Bev over a four-year period and with this continuity of care and personalised support, Bev was able to move towards the life she wanted.

When Shelley first arrived, Bev was unable to navigate the flat due to the clutter and spent almost all her time in bed. The aim was to support her to let go of some of her belongings but as their relationship developed, Shelley supported Bev to achieve so much more than was originally envisaged. Bev had great difficulty trusting others, but Shelley was able to build a rapport and understanding to a point where she was able to let go of items so she could navigate the kitchen and front room in her wheelchair. As a result, carers were able to come back in and support with food prep. Bev started getting up and using her electric wheelchair independently, and her mental health improved.

Due to Bev's trust issues, she struggled to develop relationships with care companies, so Shelley continued to support with this, got her settled with Hafod Housing and built relationships with carers. She was even well enough to attend a snooker championship in Sheffield - something she hadn't done for many years.

Shelley helped get her wheelchair adjusted when it became unsuitable. She supported her to make her own way out into the community, and Bev was going out independently to community venues, including organising her own transport. The accusations against staff that had been a recurrent aspect of Bev's life stopped, and workers reported her general demeanour was better. Neighbours commented that it was good to see her back in the community and began to visit her at home. Shelley supported her with debt management and by the time the project finished the debt had been paid off. She supported her to sell items on Marketplace to help curb her hoarding and generate some income. She also learned how to do food shopping online to decrease her reliance on care staff.

By developing trust with Shelley, Bev was able to trust others, including her neighbours. By the time the project finished, Bev was out in the community, reaching out to old friends, debt free, using digital tools to support her finances and having enough trust in services to let them support her. Shelley said, "It was hard work, but it was all worth it in the end to get Bev where she wanted to be".

Hospital Discharge Support Service

The service provides short term support for older people following a stay in hospital. The support can include emotional support, benefit checks to maximise income, signposting to other organisations, accompanying clients to access community venues and overall aims to support older people to develop their confidence and independence. The project helps to reduce loneliness and isolation and aims to reduce the risk of re-admission to hospital.

The Service works across the Cwm Taf Region. We receive referrals from social services, health, other third sector organisations, families and individuals.

Whilst funding has shifted for the service in recent years, major changes in the management of the project and an overall drop in referrals, the staff still provide a significant level of support to older adults within communities and their families and should be recognised for the high standard of support they've provided to older people over the past year.

As the new Trusted Assessor project come on board in March 2024, with hospital delivery beginning in June, we expect referrals to rise as communication within hospitals improves and a direct referral route is established.

Referrals in 2022/23 – 247
Hours of support in 2022/23 – 1,504
Visits made in 2022/23 – 1,002

Referrals in 2023/24 - 246
Hours of support in 2023/24 - 1991
Visits made in 2023/24- 1327

One of the ongoing challenges we face is how to ensure our colleagues in health and social care and in the community, know about the service and can access it. To ensure we were visible throughout the year, we carried out the following promotional activities:

- Tabletop events at POW, RGH & PCH.
- Networking events - Carers Rights day, In this together workshops, Good Things foundation.
- Meetings and visits with Aging Well, Engagement Groups, Taff Ely Neighbourhood Network, MDT POW, CTM RPB meetings and various forums.
- Visits to OT & SWAH teams at each hospital.
- Visits with the COPD team at POW.
- Emails to all connections – informing of our services.
- Staff Support in visiting hospitals & wards as well as GP's information boards., giving out leaflet packs.
- Working with NHS referral pathways and social services.

Case Study – Ethel

Ethel was referred to the charity for support following a discharge from hospital. Our Support Worker Michelle spent time with Ethel to complete a person-centred support plan where Ethel was given the opportunity to talk about what mattered to her most and what support would help her the most. It became clear that her husband also had support needs due to illness and that they were caring for each other.

As part of her initial visit Michelle asked about the couple's financial situation, to ascertain if they were in receipt of appropriate entitlements. Neither Ethel nor her husband were claiming any benefits as they didn't think they were entitled to any additional financial support.

Michelle carried out a benefit check with the couple, then supported them to apply for Attendance Allowance, which they both received with back payments of over £1000. They were then supported to apply for carers allowance, pension credit, TV licence discount and council tax reduction. She was also able to support them as a couple as they navigated their changing support needs.

As a result of Michelle's support, the couple were £286.46 better off per week, also saving £66 a year on their TV Licence and 25% on their annual council tax. They also received £1521.00 in back payments. Had Michelle not built trust with the couple and given them the confidence to talk about their care needs, they could not have gone on to talk about the financial support they were entitled to.

Primary Care/Dementia Support Service

Our Primary Dementia Care service in the community is aimed at supporting people aged 50+ to re-gain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care. The service provides help, encouragement and support to people who may be struggling to live independently. The ultimate aim is to help older people remain living in their own home for as long as they wish and is possible, by providing one to one support to continue doing the things they enjoy and that keep them healthy and independent. Referrals to the service come from RCTCBC social services, GP's and the charity's Central Support Team through its triage system.

This service delivered 512 hours of support and included referrals to other agencies, promoting healthy eating, assisting with shopping, and providing practical support.

Reaching Out Volunteering

During the reporting period, we recruited 17 volunteers, bringing our total Volunteer workforce to 95. Volunteers have continued to support those in need across our area of benefit and the organisation in several different ways. In total, these unpaid heroes gave up **5,199** hours of their own time to help their own community. ACM has worked with the volunteers to ensure their skills, interests and knowledge are made best use of to support clients. This has led to excellent service provision with clients praising the efforts of all volunteers. It is fair to say that this year is no different from last year and has been difficult to recruit and retain volunteers. Although we have seen a rise in the number of people requesting more information especially for the low-level, low involvement support such as Companions Pen Pal volunteering.

Our befriending scheme has provided **2,301** hours of friendship – made up of **1,927** contacts to **190** people. In addition to these befriending numbers, our volunteers also continued their support on the Pen Pal Companion Project and the carer coffee morning. All the services provided by volunteers are aimed at people who are socially isolated, or emotionally lonely, and to support them to maintain a healthy and independent lifestyle. The Projects have gone from strength to strength developing new strands of services and enhancing existing services.

From speaking with our clients who are supported by volunteers, their main objectives were to get back into their community. The coffee morning has been successful in reengaging older people with their community. Providing transport proved crucial for many people who would not have been able to attend the coffee morning, had we not made transport available. We have over 90 members joined to the Carer Coffee Morning with 7 volunteers attending each week to support the running of it. We continue to work with other organisations to support the coffee morning and encourage other services including, Care & Repair, British Red Cross, Welcome Friends, Care Collective and the Memory assessment team to join us and bring their clients along.

Our volunteer workforce also provided the following support in hours:

- **1,539** face to face volunteer hours supporting clients to achieve small goals to aid their connection with their community.
- **167** volunteer hours supporting people with Dementia in the community.
- **457** volunteer hours supporting clients via telephone befriending.
- **471** volunteer hours providing administrative support to the organisation.
- **58** volunteer hours transporting the most vulnerable client to GP and hospital appointments.
- **1331** volunteer hours for coffee morning sessions.
- **80** volunteer hours on the Pen Pal project.
- **138** volunteer support hours to Cynon Linc events team, Little Lincs and Hwb kitchen.
- **184** volunteer hours for ACM events.
- **19** volunteer hours for transport or shopping.
- **745** volunteer hours as trustees.

Case Study – Mr PM

Mr PM is a 76 year's old and lives with a chronic condition. He was referred to the charity by his Community Psychiatric Nurse.

Mr PM was struggling to live at home alone after his wife, who had dementia, moved into a residential home. Mr PM was feeling isolated and lonely and had lost a lot of weight. He was struggling to communicate and was becoming more reclusive. We took time to understand the help and support Mr PM wanted to improve his quality of life and together, we wrote a support plan. We introduced Mr PM to a volunteer who called each week and slowly built Mr PM's confidence to venture out. One of the concerns raised was about Mr PM's significant weight loss so we signposted to Wilshire farm foods and referred for a support worker to talk to Mr PM about nutrition. Initially, we provided a shopping service for 6 weeks to ensure Mr PM had enough food in the house and encouraged him to eat regular meals that were easy to prepare.

We suggested he might enjoy attending the coffee morning in Cynon Linc and arranged a volunteer to take him there each week until Mr PM's health deteriorated, and he didn't feel well enough to attend. Over the 12-week period we supported Mr PM he gained weight, became more optimistic about living on his own and felt more able to reach out and ask for help on the bad days. We introduced Mr PM to other services, which he continues to benefit from.

Mr PM said at the review period that he felt so much better in himself and has started to play his guitar. He said "You cannot underestimate the power of talking to someone that wants to listen when you very rarely see people. I am grateful for J, she is a tonic".



ACHIEVEMENTS AND PERFORMANCE - continued

Case Study 2 – Mrs NK

Mrs NK is 83 years young and lives alone since the death of her husband. She was referred to the charity because she felt isolated and lonely and on visiting Mrs NK, we learned that she wanted to reach out to her son, whom she had lost contact with. Mrs NK lives with a chronic condition and had become withdrawn from the community, having lost touch with friends and stopped making regular trips to the shops.

Our volunteer started by taking Mrs NK out for trips to the shops and to places she had enjoyed visiting with her husband and son. This led to an arrangement to visit her son, and their relationship began to grow. With her confidence renewed, Mrs NK started feeling much better in herself and made a few friends within her local area and visited her son weekly, with support from our volunteer.

Mrs NK suffered a sustained period of feeling unwell, so our volunteer took her to hospital appointments where exploratory tests were carried out. Sadly, Mrs NK was diagnosed with a terminal illness. Her health has deteriorated quite considerably, and so our volunteer now shops for Mrs NK and continues to visit her at home for a chat and a cuppa. Mrs NK said about her volunteer: "I don't know how I would have managed without him. From telephone support to transport when I had difficulty getting to the hospital, to shopping and being my friend, he is always ready to help. He used to take me to see my son when I was able. I think of him as family sometimes as he is always there for me"

The volunteer is still supporting Mrs NK and links in with other services to ensure that she is well supported.

Charitable Activities – Beneficiary Numbers Breakdown

- We supported a total of **13,627** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (2023: 9,027).
- We helped raise **£1,734,789** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently (2023: £1,253,140).
- We provided **8,737 hours** of care and support to some of the most vulnerable older people in our communities (2023: 8,640)
- 52% of our HDS referrals came from health sources such as GPs, hospitals, community nurses; 29% came from family friends and self-referrals (2023: 27%) with the remaining 19% coming from other sources (2023: 20%).
- 26% of the people we supported were under 70, 74% of the people we supported were aged 70+ (2023: 39%), of which 45% were aged 80+ (2023: 39%).
- 59% of clients helped were female (2023: 58%) and 41% male (2023: 42%).

Collaboration

• Age Connects Wales

We continued to work with our Age Connects colleagues across Wales, to ensure we are to come together to represent people across all of Wales, and to ensure that no matter where an older person lives in Wales, there is a one-stop website offering all our services across the Country, making it easier for older people to know where to go to access support.

ACHIEVEMENTS AND PERFORMANCE - continued

• **Community Carer Coffee Morning**

Throughout the last reporting year, we have worked alongside many other organisations on a collaborative approach to funding and service provision. The Coffee Morning has been supported by Age Cymru, Memory assessment team, British Red Cross, Cwm Taf Morgannwg MIND, Care Collective and This is Me Dementia Project to provide a one stop shop for support.

• **Welsh Government Consultation Responses**

We have responded to Welsh Government public consultations including 'Future spending purposes for dormant assets funding in Wales', 'Charging for Non-residential Care and Support: raising the weekly maximum charge' and 'Proposed changes to the Putting Things Right process'. In line with two of our strategic priorities (We will use our influence individually, collectively and in partnership to be a champion for older people, and 'We will create opportunities for older people to inform and improve our work'), we undertook the drafting of our response with an initial consultation exercise with those we represent as a charity, to ensure their experience and voice was at the heart of our organisational response.

• **Interlink**

We work closely with Interlink Health and Wellbeing Team to develop new and promote existing services that support mental, emotional, and physical wellbeing. We applied for a grant to support unpaid carers which was a wonderful success

• **Voluntary Action Merthyr Tydfil (VAMT)**

The charity receives funding from VAMT via Regional Integration Fund (RIF) to deliver befriending services via volunteers in RCT & Merthyr Tydfil

• **Wales Council for Voluntary Action (WCVA)**

We work with the WCVA in several different ways. As contributors to dialogue on national policy matters via Ministerial Advisory Groups.

• **Aberystwyth University via the Transport and Health Integrated Research Network**

We have continued to work with the team at Aberystwyth University to continue to better understand the barriers older people face with their transport needs, particularly around transport provision to healthcare appointments.

• **Maendy Place Surgery (NHS Wales)**

A GP's surgery based within the Cynon Linc Community Hub building, offering advice on health problems, physical examinations, referrals to consultants and prescribing medication to its patients from the surrounding areas.

• **Cwm Taf Morgannwg Regional Partnership Board**

We are involved with the RPB's dementia pathway standards workstream which sits under the All-Wales Dementia Care Pathway of Standards that outlines improvements that health and social care organisations need to make before 2025. Our Chief Executive Officer is the National Third Sector Representative on the Board, and a former Chair.

• **Barclays & Halifax banks**

During this year the closure of 2 major banks within the Aberdare town centre has meant banks was looking for community hubs within the local communities that their customers can easily access financial advice. Both banks have secured space within our community hub on a weekly basis

• **LEAP**

During this year we have started working in partnership with LEAP to offer free home energy assessments to members of the public in their homes in order to save money, replace broken white goods and boilers as well as making homes more energy efficient. Customers do not have to be 50 plus for this service, it is available to all ages for free as long as they are on a low income or certain benefits.

ACHIEVEMENTS AND PERFORMANCE – continued

Cynon Linc – A Place for Everyone

In 2021, the charity opened its doors to Cynon Linc, a former council run older people’s day centre that had been transferred to the charity in 2018 under the RCT Together Community Asset Transfer Programme. The former asset, commonly known as St Mair’s Day Centre, had existed since 1966 and had once been a thriving community resource but had experienced a spiralling drop in attendance and community engagement for many years. After five-year programme of collaboration with the council, the community and funders, the charity completed a transformational capital improvement project which attracted £2.8m of investment from a range of funders such as the Big Lottery’s Community Asset Transfer Programme (CAT2), Welsh Government’s Integrated Care Fund (Capital) Programme and many more. Under the stewardship and direction of the charity, Cynon Linc is a vibrant, intergenerational, and integrated community hub which offers a GP Practice, stay and play for babies and toddlers, a restaurant and coffee shop, an Information Hub, holistic health and wellbeing services and a large function hall.



Operating as a social enterprise, the hub generates income from room hire, rent from its anchor tenants, session play charges, restaurant income, events and activities. Cynon Linc was generously supported by Pen y Cymoedd Community Fund during its first phase, and we are delighted and grateful to have received a further package of support from Pen y Cymoedd for the charity’s phase 2 growth project, which started in 2023.

ACHIEVEMENTS AND PERFORMANCE - continued

Cynon Linc is currently open Monday to Thursday from 9am to 8pm and Fridays 9am – 5pm with Saturday opening from 9am to 1.30pm and afternoon teas being served until 2pm. Activities are held in a variety of rooms with customers visiting the restaurant and coffee shop. The restaurant and coffee shop can seat up to 76 people and offers an extensive menu of meals for breakfast and lunch including children’s meals and a 12% discount for those over 60 years of age.

Footfall and participation

During the year, we recorded a total of **82,162** contacts using Cynon Linc. This is a 32% in the previous year.

<u>QUARTER 23 – 24</u>	<u>CONTACTS*</u>
<u>APR – JUNE</u>	<u>17,081</u>
<u>JUL – SEPT</u>	<u>20,266</u>
<u>OCT – DEC</u>	<u>20,808</u>
<u>JAN – MAR</u>	<u>24,007</u>
<u>TOTAL</u>	<u>82,162</u>

The Hub is run by a mixture of core staff and volunteers:

- Hub General Manager (FT)
- Hospitality Manager (FT)
- Hub Support Officer (FT)
- Receptionist / Administrative worker (PT)
- Lead Chef (FT)
- Chef (FT)
- 3 Catering Assistants (PT)
- Little Lincs Play Worker (PT)
- Caretaker (PT)
- 7 volunteers

During the year we have welcomed new tenants to the hub, including Barclays Bank Community Team and Twisted Willows Holistic Therapies as long-term tenants along with the Halifax bank also being based at the hub from August 2024. We also have a standalone counsellor based within the hub on a monthly basis and regular weekly bookings from organisations such as NHS Wales, Rhondda Cynon Taff County Borough Council and MS Society to name a few.

Throughout the year, a range of groups, organisations, individuals and businesses have hired space at Cynon Linc:

Room Hire and Activities

- **NHS:** WISE Programme, Osteoarthritis of the knee clinics, Falls Prevention,
- **Rhondda Cynon Taff County Borough Council:** Disability Forum, Neighborhood Network, ETOS, Education Department, Communities for Work, Foster Carers training
- **Cwm Taff Morgannwg** – Falls awareness sessions
- **The Samaritans** – Advice sessions
- **Care & Repair** – Meetings and workshops

ACHIEVEMENTS AND PERFORMANCE - continued

- **SJ Dance:** Ballet classes and summer holiday dance workshops.
- **Maesyfynon Allotment Committee:** Committee meeting / AGM
- **Cambrian Trust:** Childrens activities
- **Parkinson's Society:** Neuro Café
- **MS Society:** Art & Natter
- **Age Cymru:** Events
- **CBS:** Parenting classes
- **Daily exercise classes:** Tai chi, chair exercises, Pilates, Yoga (various providers)
- **Urdd** – childrens sports activities
- **Sonderwell** – Training courses
- **Older peoples forums** – Older 50's forum, Gadlys OAP forum
- **RCTCBC** - Carers awards ceremony
- **The Samaritians** – advice and guidance sessions
- **U3A** – monthly meetings
- **Aberdare Past students** – monthly meetings
- **Coalfields Regeneration Trust** – meetings
- **Pel Droed Aberdar** – Trustee meetings
- **New Horizons** – celebration events and meetings



Cynon Linc also offers evening provision weekly from Monday to Thursday. The activities held are well attended and increased footfall. These include:

- **Suzie Hopkins** - Dance fit & Drum stix exercise classes
- **Fit with Ffi** – women's only exercise class
- **Liz Soulby** – Pilates
- **Showcase** – Childrens drama classes
- **Superchoir** – Choir practice
- **Annas Rollers** – Roller skating
- **SJ Dance** – Contemporary Dance lessons



Hyb restaurant and coffee lounge

The Hyb restaurant and Coffee Lounge has also expanded its offer this year. Alongside the daily offer of homecooked food, desserts and delicious coffees the following events have taken place throughout the year:



- **Afternoon Teas** - Twice weekly afternoon tea
- **Breakfast / brunch and Lunch Menus** – seasonal menus available for customers
- **Supper clubs** – An 8 or 9 course taster menu with an onsite bar
- **POP up restaurant** – working with local catering businesses to provide pop-up restaurants increasing the audience of Cynon Linc as a whole
- **Special offers** – Two for Tuesday offers, and free dessert Thursday offers
- **Children's offers** – Kids eat for £1 during school holidays and breakfast deals
- **Improved takeaway options** – A takeaway menus have been devised with a dedicated telephone line for customers to get through to easily
- **Working with Little Lincs** - Special offers at the Hyb resaurant for Little Lincs participants
- **Onsite bar** – a bottle or soft drinks bar has been put in place for events and activities

Little Lincs Stay & Play



The refurbishment of the Little Lincs area was completed in August 2023 with a Jungle Gym and new sensory equipment installed. New events and activities were organised by our play worker which included:

- **Bluey and Bingo mascot visits**
- **Character breakfasts**
- **Ronald Dahl sessions**
- **Seed planting sessions**
- **ALN quiet sessions**
- **Childminder special offers**

The table below shows increasing participation numbers throughout the year at Little Lincs.

<u>QUARTER 23 – 24</u>	<u>CONTACTS</u>
APR – JUNE	964
JUL – SEPT	1026
OCT – DEC	1847
JAN – MAR	2602

Events

Over the last 12 months our events and activities have increased by 32% and with new events being added every month it is only expected to increase further over the next 12 months. The new events have introduced a more diverse audience to the hub, bringing in a younger audience.

- **Baby ballet (various classes)**
- **Children's holiday activities**
- **Life drawing classes**
- **A night of mediumship**
- **Curry & Quiz night**
- **Comedy night**
- **Phil Collins tribute night**
- **Murder Mystery night**
- **Valentines and Halloween discos**

Feedback

The Hub has received a great deal of positive feedback for the activities and events that are held. From afternoon tea in the restaurant to children's stay and play sessions in Little Lincs. Below is a flavour of some of the reviews that have been received this year:

Cwm Taff Social Care Event

'We had a wonderful day, made better by the staff at Cynon Linc. You set the room out for us and it looked so professional, we had such wonderful comments. The tea coffee and cake everyone really enjoyed and couldn't believe how fabulous it all tasted. At the end of the day, you were all there again to clear the room, you really did make the ceremony flow so smoothly' **Jillian – Feb 2024**

Changing Places Space

'Cynon Linc has a full accessible wet room which helped me whilst having some adaptations to my home over a period of several months. The facility is totally inclusive, and my visits enabled me to be independent. The wet room was fully adapted to include a shower bed, full track hoist and large enough for me, my wheelchair and helpers. I thoroughly enjoyed my visits to Cynon Linc and using the wet room, I just hope that others will benefit from the facilities it offers.' **Mrs J December 2023**

Little Lincs

'A perfect way to spend time with my grandson who loved playing with all the toys. Little Lincs is spotlessly clean and doesn't get overcrowded plus Gran gets to enjoy a latte from the cafe'. **Mrs George April 23**

Little Lincs Stay & Play – 5 *

'Just to stop & take the time to really play with my granddaughter is an absolute pleasure.

In the role play room, we can sit at the little kitchen table, on the little chairs & have imaginary cups of tea with our plastic eggs on toast, or whip up a meal with all the pots, pans & utilities in the little kitchen after visiting the little role play shop to purchase a variety of plastic ingredients that the participants on 'Next Level Chef' would be envious of. We can enjoy delightfully flavoured, wooden ice cream, take our puppies to the vets for a health check or an injection, nurse, dress & feed the baby doll, fix things with the carpentry set, ride little balance bikes through red traffic lights & so much more

In the soft play room, she uses the slide, & throws & catches the balls, climbs, jumps upon & tumbles on the padded mats & climbs through the tunnel or rides on the rocker.

The sensory room brings a quietness to our visit, & with the addition of a viewing window, I can observe as she goes in, explores the lights, dances to the gentle music, runs after the butterfly floor show or sits with the baby doll, completing puzzles. We also like to sit in there & read her favourite storybooks.

AGE CONCERN MORGANNWG LIMITED

Our visit to Little Lincs wouldn't be complete without scrambled eggs & toast at the Cynon Link cafe & spending time to chat to the really friendly & helpful staff before venturing outside to the outdoor play apparatus.

Little Lincs is so very different to those big soft play venues & a great place for the little people & their big people alike.' **J Quar April 2023**

Small, affordable family friendly cafe

'What a lovely place to find on a slightly drizzly school holiday outing, service was so friendly, helpful and any problem was sorted very quickly. Served by Carly and Wendy, really helpful, and very smiley 😊 Thank you' **Gillian R July 2023**

Lovely place!

'What a lovely place this is!! Called here for coffee and cake with a friend and I was pleasantly surprised. Staff are marvellous, friendly and the quality of food / coffee was superb! Plus they do a discount for over 60's!!!!' **Wendy J May 2023**

When asked about the impact of the hub, and what people value most about the hub, responses were provided as follows:

Would it impact you if the hub wasn't here at all and if so, how?

- *I would be lost because I bring my granddaughter here for special occasions, she loves it here.*
- *There would be nowhere central to take my child or access services.*
- *I would miss the play area and very friendly staff in restaurant. It's a great place to socialise.*
- *It's a vital part of the community in my opinion.*
- *Visiting to meet friends and other people. Lovely food and wonderful, helpful staff.*
- *I should imagine it would impact lonely older people.*
- *I meet friends here, bring my grandson to little Lincs and come for food occasionally though will be doing more regularly now hubby has retired so if it went, I would miss it greatly.*

What do you value most about the community hub?

- *It great for children's activities and play school and activities and it's local.*
- *Staff friendliness and activities.*
- *The activities they do for the elderly and children.*
- *It's a place for old or young.*
- *It's a lovely clean environment with plenty to do.*
- *Friendly staff clean place good food good atmosphere.*
- *I take my baby to play here - I find the kids play settings elsewhere very overwhelming. Here at the hub, it's calmer.*
- *I think the children's resource is brilliant. Very clean, excellent modern facilities. I was also really impressed by the building in general. It's tastefully decorated and the staff I met were very friendly. It felt like a safe place.*
- *The playrooms and cafeteria are amazing.*
- *Services are accessible and staff are friendly and supportive.*
- *Lovely friendly atmosphere and I've met people I haven't seen for years by attending Cynon Linc.*

ACHIEVEMENTS AND PERFORMANCE – continued

Simply Nails

This service has been operating since 2014 and is one of the charity's flagship services.

Good foot care is essential for the dignity, quality of life and wellbeing of older. Many older people struggle to care for their feet due to health problems, such as sight impairment, arthritis, and dementia, or they simply find it impossible to reach their feet to cut their toenails. In 2009 the Cynon Valley 50+ Forum published a report on the importance of access to nail cutting and other foot care services locally, following the withdrawal of 'basic' toenail cutting from NHS podiatry services across Wales. Although nail cutting may sound trivial, lack of even the most basic foot care frequently leads to complications than can result in dangerous falls, severe restrictions on mobility and social isolation. We believe that for people living with dementia, the challenges to maintaining good footcare are increased.

During the reporting period we made some changes to the way we operate the Simply Nails service and as a result, the service is growing with increased attendance levels and lower attrition rates. We have improved our telephone communication, so clients find it easier to reach us. We added three new venues to the clinic list to reduce the need for clients to travel.

We were also able to stop using waiting lists for appointments and offer people appointments when they needed them. We had **628** new clients this year, making a total of **3,147** people that have used our nail cutting service over the year.

The Cynon Linc clinic had the greatest number of customers with a total of 1202 attending our two clinics on a Wednesday or Thursday. The Merthyr Tydfil clinic at Keir Hardie Health Park saw 650 people with a further 276 home-based appointments in Merthyr. 3,147 nail cutting appointments were undertaken between 1st April 2023 and 31st March 2024 which resulted in an income of £66k. This is an 18% increase on the 2023 income figure of £56K .

We opened new Nail Clinic's in Pontypridd, Pontyclun and Maesteg at the beginning of the 2024/25 year and have plans to introduce a basic Ear Health service such as syringing, to work alongside our nail-cutting service.

Feet First – Action Learning Project

In August 2023, we applied for a small grant of £28,000 for a pilot project called Feet First. The project was established to explore whether the provision of 'social' nail cutting for people with dementia was person-centred, preventative, affordable and accessible.

A 'standard' toenail-cutting appointment can take 30 minutes. Feedback from our Nail Technician's tell us that when they are working with someone with dementia, it can take twice as long and, in some cases, the person with dementia can become so agitated about sitting still, about someone touching their feet, about the environment they are in, that the appointment doesn't result in any treatment at all. As our service is a social enterprise, this results in customers having to pay for abortive calls or double appointment slots. Our experience also tells us that those caring for people with dementia often feel nervous and embarrassed about taking the person with dementia to high street providers and even to our clinics because the dementia can cause aggressive and erratic behaviour in unfamiliar surroundings and when faced with strange people and situations.

We wanted to reduce the risk of falls and reduced physical activity for people with dementia as a result of poor foot and toenail care. We want to better understand why people with dementia and their families may not access foot and toenail care and gain a better understanding of current provision of toenail-cutting services in hospital, residential and day opportunity settings.

We will use this pilot project to inform our Dementia Matters Programme for the future. We know that prevention is better than cure and that if services and support are available early in the dementia journey, it can make a huge difference to the confidence of the people with dementia and the people who support their care. We believe that all people living with dementia should have access to person-centred, affordable footcare services at the earliest possible stage of their diagnosis or onset symptoms, thus allowing them to stay physically active and 'on their feet' for as long as possible.

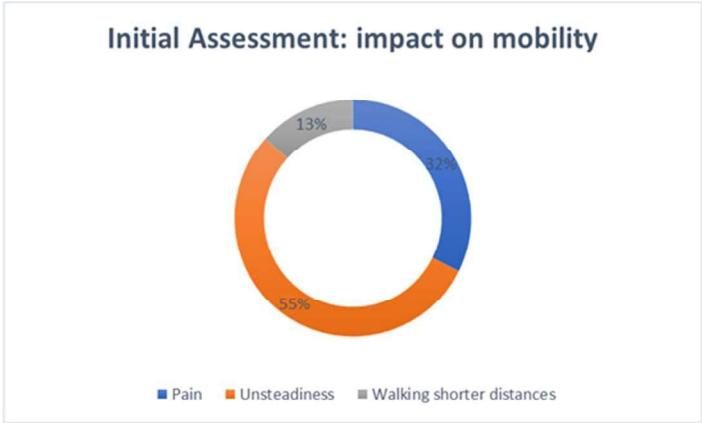
We want to make basic toenail cutting available to people with dementia, wherever they reside and at a time and place that feels safe for them, by nail technicians who are experienced and skilled in working with people with them. We want to understand how this service can be delivered, funded and evaluated so it becomes a sustainable and strategically important aspect of care for everyone living with dementia.

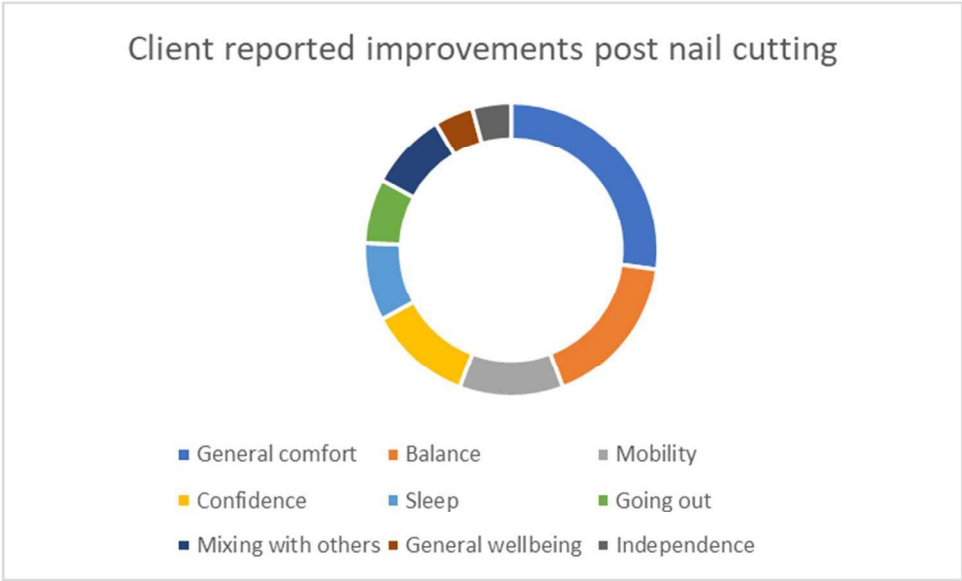
If it exists, we will use the evidence we gather to support the argument for long-term strategic investment from the RIF Programme so that basic toenail cutting is seen as part of the preventative 'Pathway 0' for podiatry and orthotics service for people with dementia.

We created a Feet First Review and Evaluation Group that included staff, trustees, podiatrists and service users. The evaluation made a number of findings, but the key messages were:

- The Pilot Project results indicate that the Cwm Taf Morgannwg Regional Partnership Board will save at least £2 for every £1 it invests in the service and will achieve positive outcomes for its citizens.
- Providing good quality foot and toenail care to individuals with dementia, requires specialist skills and takes at least twice as long to deliver.

Clients involved in the Feet First Pilot were asked, as part of the initial assessment process, to describe the impact of their foot health on their daily lives, and specifically on their mobility. Unsurprisingly, their responses reflect nationally available evidence, and are illustrated in charts below:





Case Study Mr P

Mr P contacted the office via another agency, asking to provide support to have his nails cut. Mr P was self-neglecting and could not walk or care for himself due to his toenails being so overgrown. He was not able to wear shoes so unable to get out of the house to shop and buy the essential goods he needed to look after himself.

When the nail technician went there it was clear that Mr P had a severe infection in the skin, the GP was contacted by the Nail Technician and informed. The nail technician described the condition in the skin and how bad his feet were including a very heavy smell. The GP visited and prescribed antibiotics.

The Nail Technician reassured the client at every point throughout the appointment. Constant repeated explanations were given to the reason for cutting the toenails. The Nail Technician had to soak the client's feet for some time before she could begin to cut the toenails. The nail technician was not able to rub the client's feet as his skin was peeling off so had to gently press and dab the feet dry before she could start to cut. The nail technician started cutting the toenails in sections as they were very sore and painful, until they were back to the natural nail edge.

The client was able to get on his shoes which he had not been able to without pain for several months. The infection was so severe that Mr P would have ended up in hospital without timely Feet First intervention. The usual time for appointments is 30 minutes. Mr P's appointment took 3 hours.

BEFORE



AFTER



Case Study – Client A

Client A was living with Dementia, not realising that she had problems with her feet. Her family contacted ACM to provide nail cutting services – an assessment was made but the nail technician was unable to cut the toenails as there was gangrene present with a severe infection. Our nail technician referred the client to their emergency GP service podiatry department where treatment was provided. The professional opinion was that we had saved this lady’s life and prevented a lengthy stay in hospital, and possibly sepsis.



AMSER Short Breaks for unpaid carers

We applied for a grant to support unpaid carers and were awarded £9,591 to provide a variety of support services that carers had told us that they needed. We provided afternoon tea for two, reflexology, and 2 course meal for two sessions. We were able to support 96 unpaid carers over the 3 months, 60 of which were new to Age Connects Morgannwg.

Unpaid Carers provided us with feedback from the very successful project:

"I feel much more relaxed, I think being relaxed like this will help me as a carer as I think I'd have more patience with my mother. I think it's a good thing for the NHS as it could prevent illnesses and need to see the GP. Hopefully I would get better quicker and naturally by helping myself through reflexology. Reflexology could have a massive impact but it's too expensive on carers allowance so it would be brilliant if you could regularly fund it"

Reflexology definitely helps, I used to have it but can't afford now I'm a carer. It gives an hour for the whole body and mind to relax. I have a feeling of calm and lightness now (after treatment) that I often don't get as a carer. I get very stressed and this (reflexology) stops the pressure build up, it takes you back to baseline so you are ready to start again (as a carer). Please get funding for more sessions, they have helped me massively in the past but I can't afford on carers allowance. It's so nice to be cared for a short while and not be the carer"

"Absolutely would like more reflexology, I'd previously received through a charity and it made a positive difference to my moods. I possibly wouldn't go to a GP as much but I don't tend to use since covid as can never get an appointment"

"I feel so much more relaxed - there are days I feel I have a short fuse with my mother (who I care for) as I am stressed. I think reflexology could help me calm down so I can better cope with her. I think reflexology would be a good option for me as it could give me a long-term coping mechanism for caring"

Case Study Mr W

Mrs W cares for her father who has chronic health conditions. Mrs W supports her dad with everything he needs on a day-to-day basis - she is with him daily and takes him out to ensure he is seeing others to support his mental health. Mrs W has given up work to support her father. Mrs W became aware of the support on offer from social media and booked in for afternoon tea with her daughter - the afternoon tea was held at Cynon Linc in Aberdare. Mrs W said, "Well this has been such a wonderful opportunity to get out and look after myself for a change with my daughter for company, we met other people there (Cynon Linc) that were also carers. I can't thank you enough for this, it has meant the world to me, I didn't even know that I needed that little break until I came. I felt a little overcome with emotion, but I think that is good emotion and if I was to have another opportunity, I think I'd like to bring my dad as he would love this too".

ACHIEVEMENTS AND PERFORMANCE – continued

EngAGE Project (Leaving No-one Behind)

The project, which aims to increase and diversify participation of the 50+ community in RCT, started in August 2023. The Autumn period focussed on initial engagement with individuals and groups in RCT, explaining what EngAGE aimed to achieve, and building the trust needed to encourage them to take part in our research and consultations.

During Q3 we undertook research on digital exclusion and sought to find out if people wanted support to feel more confident using digital technology, and if so, what the support provided should look like. We had 152 paper-based responses with 76% of respondents aged 70+. 78 people (51%) said that they wanted support to increase their confidence to use their own digital device. Based on the responses, we were able to design a new style digital cafe, providing practical help for people to get better use of their devices. We also sought to raise awareness of online scams to help people feel more confident to use the internet for purchases, enabling them to save money. The new cafe was trialled in March with excellent feedback from participants. Working in partnership with the charitable arm of BT, Ability Net, we will be able to offer free Online Scams Awareness sessions to groups throughout 2024-2025, There has already been high demand for sessions, indicating that there is a need for this information to be shared. Based on this evidence we were able to apply for SPF funds for a new part time post to set up a regular cafe at Cynon Linc with the model to be rolled to other communities during 2024 – 2025.

Following early feedback from groups, we designed a new climate change awareness workshop, helping people understand how climate change connects to peoples' everyday actions. Following a successful trial, we delivered and evaluated 8 sessions in Feb 2024. Everyone taking part reported that their awareness had been raised. We also asked participants to make a pledge to "change one thing." All 130 participants made a pledge to make a positive change in their daily habits thus reducing their carbon footprint. We are working with the RCT Climate Action Network to build on this work in 2024-'25.

Following a new idea from a small group of men, funding has been secured to provide a "Twilight Cafe" at Cynon Linc during 2024 – 2025. They said that they lacked an early evening meeting place, just somewhere they could watch TV together and have a coffee. They explained that they enjoyed daytime activities, but feelings of loneliness increased when they went home late afternoon. The cafe will provide a safe and comfortable environment for people, helping to reduce loneliness and isolation.

We supported the Winter Warmer initiative by arranging 4 sessions including raising awareness of Bowel Cancer, Scams Awareness, and Dementia Friends.

We helped recruit 14 new people to become members of 50+ Forums across RCT.

Whilst meeting with new groups, we took the opportunity to promote the services provided across the organisation. This has resulted in new volunteers being recruited and making referrals for support to our Information & Advice and LEAP services. Many people were previously unaware of our services, so this aspect of our work is especially important.

The total number of people engaged with the project via community groups, Forums, events and individuals for this period is 1003.

Partners – RCT Together, Ability Net, Cwmpas, Gilfach Goch community Association, RCT Climate Section Network.

Feedback on EngAGE

Thank you so much for coming in to us. Our members appreciated it.

I look forward to seeing you again on 8th May.

Rachel

Canolfan Pentre CIO

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Suzanne Porth WI

Anyway, thank you again for your informative talk at our meeting. I've had the opportunity to speak to a couple of the ladies, and they found the information very useful.

Thanks too for the heads up regarding the RCT 50+Forum on 17th July. I mentioned it in our last committee meeting, and two others, along with myself are hoping to attend. I'll also mention it to the Seniors group committee.

Once again thanks for coming to talk to us.

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Hi Deanne , 30/5/24

I meet with a lady from Rhondda area last week and had really good feedback from your talk that you done in Porth a few weeks ago. She said there was so much information that her and friends didn't know about.

Thanks

Michelle. ACM (Support Worker)

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Feedback following a REFERRAL made from Porth WI May 2024 evening meeting

Hi Deanne

I just wanted to update you that I have spoken with G and chatted about our services. We will keep in touch with her via our Contact line, and she is interested in attending our Pontypridd older persons 'VIP' group. I am emailing details of our groups across now.

I will ask my volunteer to call in the next couple of weeks to chat specifically about Macular degeneration as she runs a Macular group locally.

We also chatted about her iPad and the things she is struggling with digitally so we will book an appt for her in Cardiff to meet with Craig, our digital officer and expert, in late June after her cataract operation. She says she can catch the bus to Cardiff. So lots of actions from our conversation.

Many thanks again for the referral and catch up soon.

Very best wishes

Carys (Sightlife)

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Men's Shed Pontypridd 29.05.24

Thank you for attending the Mens Shed , you captured the audience, gave food for thought and your advice and knowledge was well received. Please carry on doing your good work

Wishing you all the best

Martin

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Working for Change – Public Affairs and Partnerships

Age Connects Morgannwg has long worked with partner organisations to bring about change to better the lives of older people across our footprint. Close relationships have continued, and new relationships developed, with supportive elected officials who have helped keep the welfare of older people at the forefront of decision making. We have continued to offer for politicians across all levels of Government to meet with our CEO as well as to shadow frontline staff and volunteers, to better understand the support we can provide to their constituents. This has included a meeting with the Shadow Minister for Equalities within the Senedd, as well as the then Deputy Minister with responsibility for transport, in mid-2023. As a result of the meeting, we were tasked with understanding better the transport issues linked directly to health – and, importantly, whether transport accessibility was a barrier to people attending their medical appointments. This piece of work has now evolved, and alongside our partners in The Transport and Health Integrated research Network (THINK) at Aberystwyth University, we completed a piece of work to understand better the scale of Do Not Attend appointments (DNA) in 2 health boards across Wales. Moving forward we hope to secure funding, in partnership with Cwm Taf Morgannwg Health Board and other key partners, to investigate the issue more deeply and help paint an evidence informed picture of why people do not attend their medical appointment.

Websites

During the reporting period launched a dedicated webpage for the July 2024 General Election to help older people understand the areas that are devolved in Wales and reserved to UK Government, as well as our key asks of the next UK Government, and information pertinent to the community we represent on how they can vote in a way that is best for them. Planning is now underway, in the next financial year, to launch a dedicated Public Affairs webpage on our website to make it easier for decision makers to get in contact with our Public Affairs team.

Consultation Responses

We have responded to Welsh Government public consultations including ‘Future spending purposes for dormant assets funding in Wales’, ‘Charging for Non-residential Care and Support: raising the weekly maximum charge’ and ‘Proposed changes to the Putting Things Right process’. In line with two of our strategic priorities (We will use our influence individually, collectively and in partnership to be a champion for older people, and ‘We will create opportunities for older people to inform and improve our work’), we undertook the drafting of our response with an initial consultation exercise with those we represent as a charity, to ensure their experience and voice was at the heart of our organisational response.

Policy

In 2024, in line with good governance, the Trustees of ACM approved a new policy which outlined our commitment to remaining independent and not giving our support to a political party:
“As a Charity, ACM is independent of party politics. We use our influence to advocate for policy change on all issues affecting older people. When engaging with political figures, we will ensure:
1. We ask political figures we engage with not to promote party political messages at our events or premises.
2. We always seek to engage equally with all major political parties.”

ACHIEVEMENTS AND PERFORMANCE – continued

Business Support Services

Workforce Development

Work continued to attract, recruit, and develop a workforce fit to deliver on the charity's strategy. This has been achieved through strategy reviews and by promoting and adopting a culture of personal and professional development which reflects our values of We Listen, We Learn, We Care.

Recruitment

Like many employers, ACM struggled to attract and recruit into new roles throughout the reporting period. This is due to a highly competitive, employee led jobs market and over 1million people taking themselves out of the jobs market during the pandemic. Salaries for management and specialist roles are on average 15% higher than ACM can pay. Towards the end of the reporting period we were very successful in recruiting many new staff for new projects that will commence in the year 2024-25.

The fact that our income from grant sources has been stagnant (reducing in real terms annually) is the most significant risk we face as a going concern. With budget outturns recording deficits in the tens of thousands and budget projections for the year ahead also projecting budget deficits, serious and urgent questions need to be asked about how much longer the charity can continue delivering services that are subsidised by the charity's ever decreasing reserves.

Remuneration and Job Evaluation

Whilst the charity maintained its Real Living Wage accreditation during 2023/24, it was unable to award the proposed 10% increase for all staff in 2024/25. The Board felt it was important to recognise the pressure felt by all employees, not least its lowest paid staff and agreed to a tiered pay award which reflected salary points. Non-management roles were awarded a 7% increase, middle management were awarded a 5% increase and senior management were awarded a 2.5% increase. The charity continues to pay its staff above the National Minimum Wage and continues to work towards regaining its Living Wage Accreditation. As it aims to attract and retain talent, the charity will continue to develop a job and role structure to benchmark against the Third Sector and Public Sector. It is important to have a fair pay structure which aligns with the roles and responsibilities which it delivers, but also recognises the risk of public sector funding not increasing sufficiently to guarantee annual salary uplifts.

ACHIEVEMENTS AND PERFORMANCE – continued

Staff Engagement

We have continued to improve staff engagement through social and work activities – implementing co-production ethics and tools into our work for the development of policies and procedures, as well as organisational strategies. ACM aims to promote champions within the organisation on several topics which matter to the staff, such as environmental and ecological issues, social events, mental health, and well-being.

Equality and Diversity

We have continued to recruit staff, trustees and volunteers who reflect the diversity of the society we live in and deliver services to. We have developed policies and work practices that address the menopause, gender identity, domestic violence, and other initiatives such as dog friendly office policies, which have proven to enhance staff well-being in the workplace, whilst also being inclusive of childless staff.

We aim to promote the Welsh Language and improve the number staff who have no knowledge of the Welsh Language by at least 5%, as part of the Well-being of Future Generations Act goal: *A Wales of vibrant culture and thriving Welsh language.*

Digital Transformation

The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources. The charity has achieved its ambitions for digital transformation in the following areas:

- Sharepoint – moving on a Cloud platform to promote agile working and saving on cost of a physical server.
- HR Software - that streamlines HR functions whilst promoting staff engagement and independence on matters of training, performance, annual leave and access to their data and information.
- Digital Collaboration – the ability for different teams to collaborate and share information, reducing the use of emails.
- Digital Equipment – the use of tablets for outreach workers.
- Digital Shopping – for fundraising and trading solutions at a click.
- Digital inclusion – continued work with organisation such as Digital Communities Wales which supports the work of ACM in bringing our users on the journey with us and not to be left behind in a fast technologically changing environment.
- Digital solutions – finance, procurement, and other business support processes which provide a swift and efficient service and experience, whilst maximising public funds.
- The use of QR codes to allow people to donate money to the charity using their smartphone.

Governance

The Board is active in keeping in touch with governance issues, good practice and news via channels and literature such as the Charity Commission newsletter, Charity Times, Governance and Leadership It has reviewed its skills and training needs and will be planning and attending training and recruiting accordingly.

ACHIEVEMENTS AND PERFORMANCE – continued

Having achieved Trusted Charity Level 1, it aims to benchmark its performance against the Charity Governance Code which recommends good practice principles of:

- Organisational purpose - The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
- Leadership - Every charity is led by an effective board that provides strategic leadership in line with the charity's aims and values.
- Integrity - The board acts with integrity, adopting values and creating a culture which help achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- Decision-making, risk, and control - The board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.
- Board effectiveness - The board works as an effective team, using the appropriate balance of skills, experience, backgrounds, and knowledge to make informed decisions.
- Equality, diversity, and inclusion - The board's approach to diversity supports its effectiveness, leadership, and decision-making.
- Openness and accountability - The board leads the organisation in being transparent and accountable. The charity is open in its work, unless there is good reason for it not to be.

The Workforce

We are incredibly proud of the people who work for Age Connects, whether in paid employment or as volunteers. All our workers are committed to developing themselves personally and professionally by undertaking vocational qualifications that will give them confidence and improve the quality of the service they provide.

During the year the Charity employed an average of 13 Full time (over 30 hours per week) and 34 Part time staff. We believe that our people are our most important resource, and we demonstrate our commitment to them by ensuring they are given every opportunity to reach their full potential. We ensure all workers undergo a thorough and meaningful induction that sets them up with the information and tools necessary to become a valued member of the workforce.

Our mandatory training programme for all new starters who will be working directly with older people ensures we comply with legislative requirements.

The value and role of volunteers in supporting our work should not be underestimated. During the year we deployed over 100 volunteers to work across the organisation in a variety of roles from befriending, administration support staff and fundraisers.

Equality and Diversity

We do not discriminate against people on the grounds of

- Age.
- Gender reassignment.
- Being married or in a civil partnership.
- Being pregnant or on maternity leave.
- Disability.
- Race including colour, nationality, ethnic or national origin.
- Religion or belief.
- Sex.
- Sexual orientation.

We endeavour to provide an accessible service to our workers, our service users, and our partners. We strive to meet the need of people with sensory impairment and people for whom English is a second language. We can also provide communication using British Sign Language and in Welsh.

ACHIEVEMENTS AND PERFORMANCE – continued

Agile Working and Digital Support

Since the pandemic staff who can work from home, are empowered to do so through the provision of equipment, server access, IT solutions, as well as induction to using online collaborative platforms, such as Teams and Zoom. New and innovative solutions have been adopted to respond to our telephony requirement and allow our staff to work from home whilst delivering information and advice services by phone. Those working from home were provided with a Self-Display Screen Assessment as well as HSE guidance on home working.

Quality Assurance Management

Age Connects Morgannwg is constantly looking to improve and enhance our service quality. Through effective use of service–user feedback, all services are regularly evaluated, and information collated is utilised to improve and inform service delivery models.

Quality is about trying to do better: better in both the services the organisation offers and in the way the organisation runs. Age Connects Morgannwg invests in quality to:

- Improve effectiveness and efficiency.
- Improve satisfaction of service-users, staff, and volunteers.
- Develop consistency across sites and services.
- Checking and prevention of potential risks and issues.
- Set improvement targets and priorities and monitor progress against them.
- Comparison with other organisations, leading to improvements.
- Demonstrate quality of service to funders.

Advice Quality Standard

Age Connects Morgannwg successfully re-attained the AQS standard for a further 2 years in December 2022. At the time of writing, the Charity is preparing for its renewal audit in November 2024. Our retention of this standard will continue to illustrate that the organisation facilitates a positive culture of involvement and consultation, strong team working and loyalty to the organisation. We have a comprehensive referral and signposting procedure. There is a very strong commitment to meeting service users' needs through effective quality procedures and a committed and professional workforce.

MARKETING & COMMUNICATIONS

During the fiscal year 2023-24, the marketing team focused on the following key themes:

- **Brand Awareness:** Enhancing the visibility and compliance of our parent and sub-brands.
- **Audience Development and Engagement:** Increasing engagement through digital channels.
- **Digital Tools Implementation:** Introducing new tools to improve user experience.
- **Project Support:** Providing support for departmental initiatives, both existing and new.
- **Digital Development for Age Connect Wales:** Developing a new website for Age Connect Wales and managing social media.

Brand Awareness

Brand Guidelines and Compliance

To ensure consistent and correct usage of logos, brand guidelines for ACM and Cynon Linc were included in induction meetings for new staff and trustees. This not only heightened internal awareness but also served as a useful guide for external partners and suppliers.

Brand Development

In 2023-24, we introduced a new sub-brand for the SPF-funded EngAGE project. The logo, featuring a simple speech bubble design, symbolises two-way engagement and was created in complementary colours for our parent brand. It is always used alongside the ACM and funder logos. This new brand has been widely utilised across various materials such as leaflets, banners, social media posts, and promotional goods. Additionally, it was used for branding Scam Awareness workshops.



A brand refresh has also been carried for Simply Nails. The purpose was to add more curves and colour contrast so that the brand would appeal more to our target demographic and encourage instant recognition. The refreshed look has been used on posters, leaflet and social media adverts.



To strengthen the perceived link between Cynon Linc activities and the role of Age Connects Morgannwg, a new badge was created to use on all Cynon Linc materials. This will serve to create a subtle link between the two brands, whilst also gaining exposure for ACM to the substantial digital audience for Cynon Linc.



Repetition and Consistency

We emphasised repetition and consistency across all brands to boost awareness and recognition. This approach was applied to literature, websites, and social media posts, ensuring each project strand is clearly identified with relevant colours and messaging.

Audience Development & Engagement

Increasing our digital audience was a key priority throughout the year. A larger, relevant audience on our social channels allows us to effectively promote our services, thereby increasing footfall and income for Cynon Linc and participation in ACM services. This focus on digital activities delivers cost benefits to the organisation and aligns with our broader goal of carbon reduction. Nonetheless, we remain mindful of inclusivity in our marketing activities, continuing to produce print materials when necessary.

Growth in Followers

The first task was to grow our followers. Starting in April 2023 with 9,786 social media fans, we achieved a 32% increase by year-end, reaching 12,943 followers. This growth was predominantly on the Cynon Linc Facebook and Age Connects Morgannwg Facebook pages, where we concentrate much of our social efforts.

Increased Engagement and Reach

With a growing audience, we aimed to increase the reach of our posts by boosting engagement (likes and shares). This metric is tracked through impressions (posts appearing on feeds). Over the past 12 months, Cynon Linc's Facebook page had an average monthly reach of 41,000, while Age Connects Morgannwg's page averaged 32,000. These impressions provide ACM and Cynon Linc with an excellent platform to promote their services and activities whilst also creating a favourable impression on funders and partners.

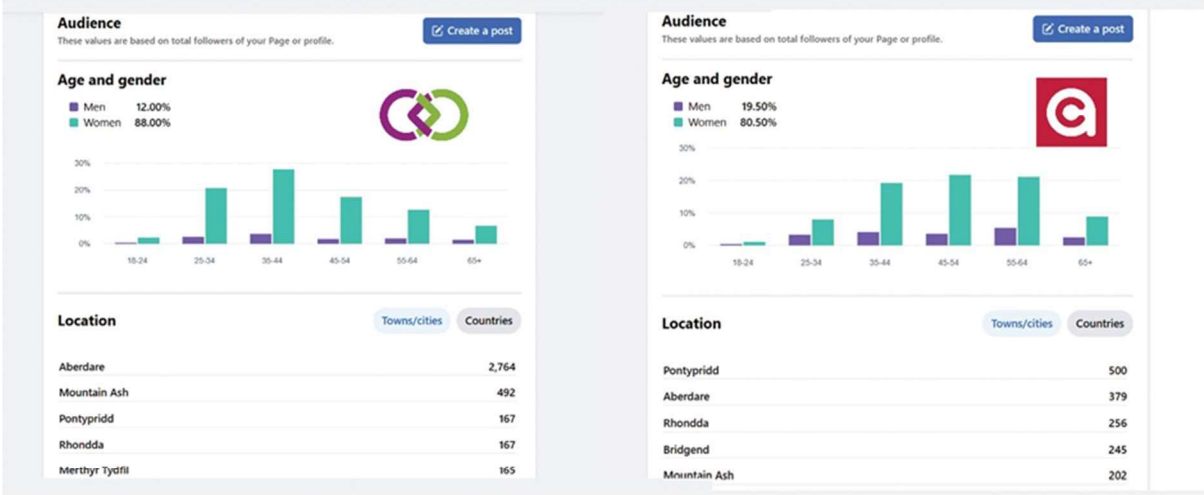
Website Traffic and Social Media Influence

The success of our social media strategy directly contributed to increased traffic on our websites. Average monthly traffic now stands at 6,023, up from 5,239 in 2022-23. As our audience and reach grew substantially, we tracked outcomes to understand the benefits of our social presence. A key metric is the number of website visits originating from social media activity. For the ACM website, this increased from 41% to 44% over the past year, showing that our posts are driving action. For the Cynon Linc site, traffic from social activity is even higher at 49%. Campaigns promoting ticket sales and job vacancies are particularly effective in stimulating audience traction.

Audience Demographics

We track audience demographics to tailor our messaging and ensure relevance. On the Cynon Linc Facebook page, 2,764 followers are from Aberdare itself, with 89% of our total audience coming from Aberdare and surrounding areas. Additionally, 88% of our followers are female, and 66% are between 25 and 54 years old. This gives us a specific audience to target through communication campaigns.

For ACM, our Facebook audience is more evenly distributed across our areas of benefit, with significant follower groups in Pontypridd, Aberdare, Rhondda, and Bridgend. The audience is 80.5% female and has an older age profile.



Customer Interaction

Our social pages have also become popular platforms for customer interaction. Through Cynon Linc and ACM, we had 771 conversations in the past year. Our Google Business Pages also perform well, generating hundreds of calls and visits each month.

5.3 Digital Transformation

Due to lack of funding, we were unable to advance our two main projects: the CRM replacement and the AI-driven virtual Information and Advice hub. Instead, we devised a revised strategy to apply for a smaller funding pot to carry out a scoping project with a CRM consultant. As part of this strategy, we prepared specification documents and held two initial meetings with an industry expert. We are hopeful for positive progress on this funding bid during 2024-25.

Progress on other Digital Initiatives

Durin the fiscal project we made progress on smaller digital initiatives:

- **Live Chat Implementation:** We added live chat functionality to both the ACM and Cynon Linc websites, with training provided for the Cynon Linc receptionist. This feature allows web visitors to have real-time conversations with staff or leave messages when staff are not logged in.
- **I&A Chat Module:** We conducted scoping work on an Information and Advice (I&A) chat module designed to answer simple benefit eligibility questions before referring users to a team member. This initiative will progress to a proposal in Q3 of this year.

Cynon Linc Website

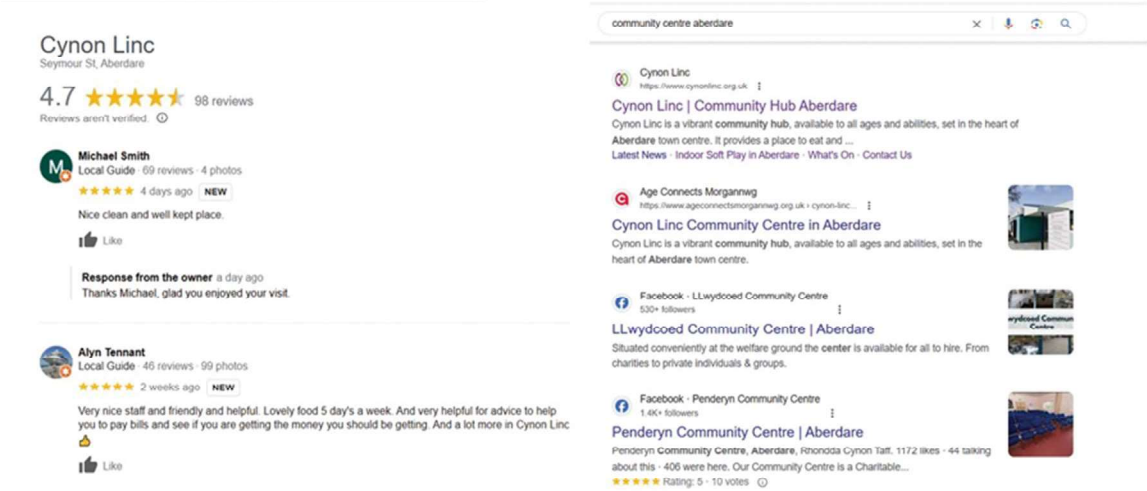
We carried out a significant overhaul of the Cynon Linc website to enhance user experience. This included updating all site images, revamping news items, restructuring the play and eat tabs, and adding live chat. Additionally, we reviewed our SEO strategy to improve online discoverability, leading to a notable improvement in search rankings:

- 2nd on Google for "Soft Play Aberdare"
- 1st for "Community Centre Aberdare"
- 1st for "Room Hire Aberdare"
- 3rd for "Café in Aberdare"
- 9th for "Events in Aberdare"

These improved rankings contributed to an increase in organic search traffic over the year.

Maximising Customer Reviews

We focused on maximising customer reviews, especially for Cynon Linc. Recognising the importance of "social proof" in modern marketing, we utilised digital review platforms and QR codes to drive traffic to our Google review and TripAdvisor pages. By the end of the year, we had amassed 91 Google Reviews with an average score of 4.7/5, reflecting an exceptionally strong rating.



5.4 Project Level Support

As a support department, much of our time is spent providing project-level assistance to drive awareness and engagement with our initiatives. We have also aimed to reduce marketing costs by bringing more design work in-house, achieving approximately 72% of jobs internally. Additionally, the success of our online activities has enabled us to reduce print costs by 45%. Here are a few highlights from the year:

Volunteering Service

We executed a high-profile marketing campaign for our annual Christmas Card Appeal, resulting in a record 3,454 cards received and substantial online engagement and PR for the charity. We also led a social media campaign for Volunteer’s Week, creating 32 original posts including a dozen videos, that achieved a reach of over 82,000, making it our third most successful online campaign to date.

40 years of Volunteers' Week
#volunteersweek
VOLUNTEERS' WEEK
40th Anniversary

Volunteer Hours 2023-24

5199 Total hours	Engage Project 10	Trustees 745
Transport 58	Telephone Befriending 457	Face to Face 1-1 Dementia Befriending 167
19 Priority Shopping	80 Pen Pal Companion	471 Administration Duties
Cynon Linc 138	Kitchen Staff 16	Little Linc's 80
Events 42	Carer Coffee Mornings 1331	Events and fundraising 184

These volunteer hours are equivalent to £77,985 in support.

LEAP

To support client acquisition for LEAP, marketing provided paid social media campaigns, webpage, leaflets and adverts. The campaigns have been widely shared reaching over 100,000 people in the first quarter.

Charity Services

We produced a set of six leaflets, two banners, and folders to promote our core work. The marketing team ensures these materials are updated and printed regularly to maintain sufficient stocks for the I&A hub and events program. Website updates are made to reflect the latest literature.

Cynon Linc

Throughout the year, the marketing team managed event ticket sales, print and design, and social media for Cynon Linc. Specific projects included creating a room booking brochure, designing and printing menus, designing banners, and rolling out new social media graphics. We also conducted a handover so that all social media posting, and design tasks are now managed by the Cynon Linc team.

Miscellaneous

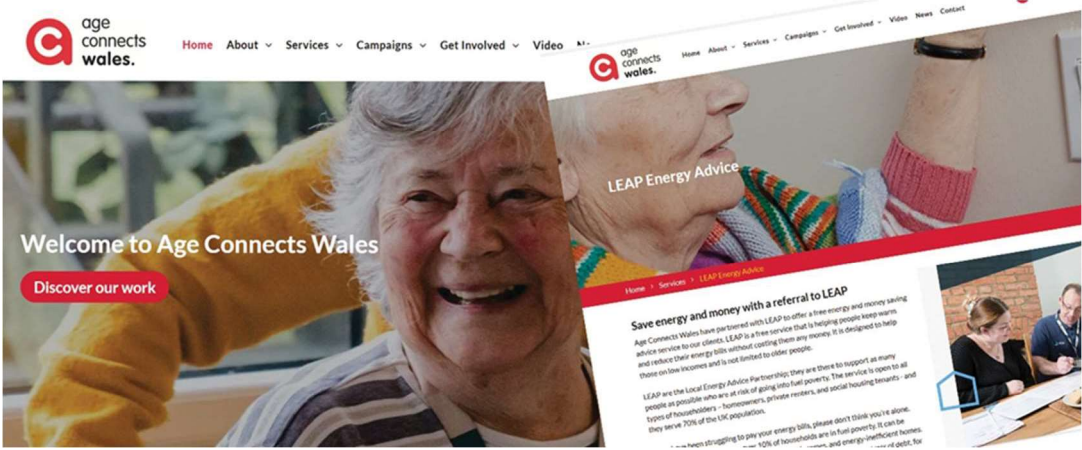
We supported various initiatives by writing, promoting, and analysing surveys for colleagues, designing PowerPoint templates, conducting recruitment campaigns, and supporting fundraising activities, such as a cricket tournament and Co-op loyalty scheme.

5.5 Age Connects Wales

Following a meeting of the Age Connect regions in May 2023, the Head of Marketing & Communications has been allocating approximately 4 hours a week to work on the Age Connects Wales brand. We initially took on responsibility for attending the monthly meeting, design work, and social media posting. We then added website development to our responsibilities in January 2024.

Website development

The key achievement during the year was the writing and developing a new website for Age Connects Wales. The site is now live and includes new sections for news, projects and campaigns and has links back to the websites of the six Age Connects regions. The site is also used to promote shared services such as LEAP. In the future the website will allow ACW to support high profile national campaigns should the board wish to pursue that route.



Social media

We also provide daily social media posting which is delivering a monthly reach of 6,500 people. Part of this social strategy is to repost from the Age Connects regions giving a boost to those who have smaller audiences. To support our posting we have designed a set of nine social media graphics to support ACW.

FINANCIAL REVIEW

A detailed analysis of income and expenditure for 2023-24 has been completed and compared with analysis from previous years. The business plan addresses perceived weaknesses and identifies potential opportunities. Regular monthly reporting procedures ensure that senior managers and Trustees are aware of the actual position in respect of income and expenditure against forecasts. Contingency plans have been established to take corrective action, where necessary.

The Charity will, to a certain extent, always be at risk of cuts to funding and contracts. It is, however, able to react to cuts and that is an important quality for any third sector organisation. The Charity's ability to 'cut its cloth' in the last year speaks for itself.

In August 2019, the charity started to utilise a 'Full Cost Recovery' model for the allocating of its expenditure. This meant that the true cost of each service level agreement was recognised, and the central office expenditure was decreased.

Comparison of 2022-23 with 2023-24

The Statement of Group Financial Activities for the year is set out on page 62. Total incoming resources for the Group increased from **£1,064,211 to £1,095,377** an increase of **2.9%**. This increase largely relates to an increase in restaurant and rental income offset by a smaller reduction in service level agreement income. Total resources expended decreased from **£1,249,276 to £1,211,679**, a decrease of **3%**. Employee costs represent 65% (2023: 69%) of total expenditure, and these have decreased from **£858,191 to £785,210**.

FINANCIAL REVIEW - continued

The **subsidiary** company made a loss for the year of £76 for the year (2023: £582) and has shareholders' funds of £2,554 (2023: £2,630).

Investment Policy

Age Concern Morgannwg are currently in the process of reviewing and implementing their investment policy.

Reserves Policies

The Trustees have reviewed the reserves policy and:

- Analysed income and expenditure.
- Assessed past performance.
- Considered forecast based on changes in the social and health care environment.
- Assessed the economics of the Charity's programmes.
- Identified areas of risk.
- Identified exit costs should all the Charity's income streams cease at once.

The Board has designated funds for the following purposes:

- Age Connects Wales Membership.
- Developing of Trading Opportunities.
- Disaster Recovery.
- Digital Improvements.
- Workforce Wellbeing
- VAT Assessment
- Celebration Event
- Cynon Linc Stage

General Reserve Fund

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure to meet charitable obligations in the future in the development of Charitable Aims.

The review concluded that a General Reserve Fund equivalent to approximately six months of operating costs is desirable. This fund includes funds designated for specific purposes.

FINANCIAL REVIEW - continued

The reserves policy recognises the need to hold reserves to ensure funds are available to pursue the primary objects should the income levels fall, and to be able to operate an exit strategy should the Charity have to cease operations. Total reserves are £2,348,073 (2023: £2,464,375) at the balance sheet date. Of this £1,895,140 (2023: £1,945,009) is represented by tangible fixed assets, with £286,542 in other restricted funds (2023: £272,388) and £70,570 as designated funds (2023: £71,650) leaving £92,851 (2023: £175,328) as the free reserves. This amounts to 8.5% (2023: 16.5%) of total income.

The free reserves of £95,821 represents 19% (2023: £175,328 and 37%) of the unrestricted operating cost, or the equivalent of 2.5 months (approximately) of unrestricted operating cost. The charity aims to maintain a minimum 6 months of operating costs in free reserves and will endeavour to return to this position in the coming 12 months.

Following a board review, closure costs of the charity have been assessed at £241,443 (2023: £136,755).

It should be noted that in addition to the free reserves, there is a total of £70,570 (2023: £71,650) allocated to designated reserves (detailed in Note 19), as well the closure costs noted above. This leaves an available reserves figure of £166,391 (2023: £246,978). The decrease during 2024 is largely due to the deficit reported in the period.

As can be seen above, the Charity remains in a challenging position financially, and continues to actively pursue additional funding options, both project related, and contributions towards core running costs, focusing on commercial income streams. To re-iterate this, it should be highlighted that the deficit reported in the current period of £116,302, is in addition to an underlying deficit of £185,065 in the previous period.

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

Restricted Funds

These funds, amounting to £2,129,388 (2023: £2,134,989) in total, are restricted to the purposes identified in note 16.

Of this restricted reserve figure above, £1,990,550 (2023: £2,011,288) is in relation to funds connected to the Cynon Linc Construction Project.

Acknowledgements

The Board is keen to acknowledge the support provided by those organisations listed on Page 41.

PLANS FOR FUTURE PERIODS

Our key long-term strategic objectives are:

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure that we are able to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries.
- Provide a quality assured, age related suite of products for commercial sale to older people.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

To achieve these objectives:

- **We will listen to older people and use what they tell us to inform our work.** We will secure sufficient funding to develop our Leaving No-one Behind Programme to include a robust engagement and participation plan that will influence not just the way we work but will strengthen their voice with policy makers. We will seek to work with younger older people and new generations of older people by embracing the digital age, new technology and new solutions to support the development of age-friendly communities. We will use Cynon Linc as a hub for learning more about the aspirations and challenges of today's older people and how the generations can work together to achieve lasting improvement.
- **We will use our influence to be a champion for older people.** We will continue our engagement with Local Health Boards, Local Government and Regional Partnership Boards, so that we are fully engaged in the integration agenda, Social Services and Well-being Act, prudent health care, Future Generations Act, and A Healthier Wales; making a compelling case for funding to deliver ancillary services that support public bodies in their statutory duties. Through Age Connects Wales, we will continue to make representations to Welsh Government, improving how we use our expertise, research, data, and evaluation to advocate for older people across Wales, strengthen the case for supporting local delivery by local charities and influence better national policy for older people.
- **We will increase and improve our volunteer workforce to create a more sustainable future.** From our engagement with older people, we will identify opportunities for volunteering within the charity that ensure we can meet the needs of older people, offer learning and routes to employment for those wishing to return to work or those seeking first time experience. We will strengthen our volunteer retention and improve recruitment by working with time credit organisations and by being clear about the range of volunteering opportunities within the charity. We will recruit volunteers on a community/neighbourhood level and in response to specific requests for support.
- **We will develop diverse, sustainable income streams to support our work and build our resilience.** We will increase unrestricted income from existing social enterprise at Cynon Linc and via a new Enterprise and Fundraising Plan. From our research, we will explore opportunities to meet the needs of older people via trading in products and services such as Wills, Funeral Plans, Financial Planning, Insurance Products, Equity Release. We will develop these in partnership with trusted preferred providers. We will strengthen our community fundraising and attract long term corporate support to become a publicly recognised charity supported by individual donations, legacy giving, increased Trust funding, and corporate support.
- **We will invest resources in the growth and welfare of our people.** Sustainable help and support for older people relies on a strong, skilled workforce that understands the environment in which it works and puts older people at the heart of everything it does. Our commitment to supporting, developing, and nurturing our people is backed up by our investment in improving their wellbeing at work through a range of programmes that focus on mindfulness, talking therapies and coaching. Our paid staff and volunteers work with some of the most vulnerable older people in our communities. It is essential, therefore, that we create a network of support that

PLANS FOR FUTURE PERIODS – continued

builds and encourage resilience. We will create a culture of sustainable leadership through learning and improvement.

- **We will work towards becoming an Accredited Net Zero Organisation by 2040.** In March 2021, Senedd Cymru approved a net zero target for 2050. Wales also has interim targets for 2030 and 2040, and a series of 5-year carbon budgets. The initial 2030 target is for a 63% carbon reduction. As a charity we wish to align ourselves with the initial Welsh Government target and reduce our emissions by 63% by 2030, moving to Net Zero by 2040. We will secure support from local and national experts in the development of our Path to Net Zero Plan and where necessary, funding to support its implementation. We will embed a culture of sustainability that is reflected in our behaviour, our activities and our decision making.
- **Collaboration and Co-production at Cynon Linc.** The Cynon Linc Project allows the charity to realise a number of its strategic priorities, particularly in relation to sustainable sources of funding, strengthening the charity’s position and profile and creating the space for more social enterprise activity. This opportunity also comes with potential risks, not least the ability to raise sufficient income to meet operating costs but also achieve the levels of profit required for re-investment in future growth.

The charity intends to focus on the following operational plans for the year **2024-25**:

Objective	Success Criteria
We will create opportunities for older people to inform and improve our work.	<ul style="list-style-type: none"> • New developments/initiatives based on our research. • Evidence of change, as a result, of engagement. • Better quality services and support. • We know the impact we have on the lives of older people.
We will use our influence individually, collectively and in partnership to be a champion for older people.	<ul style="list-style-type: none"> • The organisation is acknowledged and sought out as a sector leader/expert advisor/consultative forum on matters concerning older people. • We see changes in policy and practice involving older people. • We will make representations to Welsh Government and other decision-making bodies.
We will increase and invest our volunteer workforce to sustain the work of the charity.	<ul style="list-style-type: none"> • We have a clear plan of the opportunities to volunteer within the charity. • Our core activities are delivered using volunteer support. • Our volunteers are our greatest ambassadors. • We know the impact of volunteering on the charity's future, on the volunteers themselves, and on the people they support. • We retain and grow our volunteer base.
We will develop and grow sustainable income streams to support our work and build our resilience.	<ul style="list-style-type: none"> • We know our market and develop products and services that meet its needs. • Unrestricted and independent income to the charity increases by 100%. • We are funding core activity through unrestricted income. • We operate on a full cost recovery basis.

PLANS FOR FUTURE PERIODS – continued

Objective	Success Criteria
We will invest resources in the growth and welfare of our people.	<ul style="list-style-type: none"> • Our staff, volunteers and Trustees feel that their contribution to the charity is valued. • Provide suitable and relevant training. • Staff retention is high. • Staff sickness is low. • Our staff, volunteers and Trustees are our greatest ambassadors.
We will work towards becoming an Accredited Net Zero Organisation by 2040.	<ul style="list-style-type: none"> • We will know our carbon footprint and have a plan to maintain it within acceptable levels. • Staff and volunteers will be involved in all stages of Net Zero process and create a culture of sustainability. • We will publish a carbon reduction strategy which sets departmental reduction targets. We will see a reduction in our carbon footprint by 2030 and to Net Zero by 2040.

Our Charity Development Programme will:

- Develop a plan and identify funding to diversify our information, advice and assistance offer so that it has wider reach, broader scope, and greater impact.
- Extend and expand our engagement work with older people and other stakeholders.
- Develop a Dementia Matters Plan and identify sustainable funding to support its delivery.
- Develop a Caring Matters Plan and identify sustainable funding to support its delivery.
- Finalise our Volunteering Matters Plan and seek funding to support its implementation from a range of grant-making trusts, statutory grant sources and individual donations.
- Introduce a Money Matters service with volunteers trained to enhance our existing service.
- Implement and embed our nail cutting review to provide efficiencies for older people and the organisation.
- Explore the potential to generate sustainable income from the sales of products and services, from fundraising and from other commercial activity. If viable, we will identify and seek funding to support its set up.
- Review the role of support workers in all our services to ensure that the service we provide is relevant and enhanced through integration with all other activities we deliver, putting us in a stronger position to secure funding and meet the needs of older people as they experience them.
- Continue to explore further the transport needs of older people in our area of benefit.

Our Leaving No-one Behind Programme will:

The ‘Leaving No One Behind’ programme aims to equip Age Connects Morgannwg (ACM) with the opportunity, knowledge, skills, and technology to continue to work with older people today and in future generations to come. Comprising of three strands, **EngAGE** will cultivate an environment where older people co-produce community projects, become local activists for change and improvement and create long term social connections. **Connect** will focus on ensuring that older people are taken on the digitalisation journey in a way that they can engage with, identifying barriers and developing solutions. These two strands will feed into **Sustain**, working towards becoming an accredited Net Zero organisation by 2040 and ensuring that older people are a significant part of this journey.

Bringing people together, whether it be to share knowledge and ideas, to learn or to have a cuppa and a chat, not only improves an individual sense of belonging to a space (Cynon Linc) and place (wider community), but improved self-confidence and self-esteem, all contributing to wellbeing and creating a culture where people can live healthy and independent lives.

PLANS FOR FUTURE PERIODS – continued

Our programme is well placed to contribute to the local 'Wellbeing Economy' and specifically contributing to the two themes of Personal Wellbeing and Community and Democracy. This sense of wellbeing in a place will ensure that people are proud to live, work and play in their community.

The programme will deliver the following outcomes:

- Increased community participation in activities at Cynon Linc, including individuals initiating their own innovative ideas.
- New opportunities and a sense of relevance for older people on how they can contribute to the journey to Net Zero.
- Connectivity with a more diverse range of individuals and particularly those with protected characteristics in our work and specifically this programme.
- Reduction in loneliness.
- Change at a community level where people look out for each other and work collectively to tackle tough local issues.

New Projects Approved in 2023/24 for delivery in 24/25

Dementia Matters Programme – Memory and Wellbeing Guides

The All Wales Dementia Care Pathway of Standards was published in 2021 following extensive engagement with 1800 individuals living with dementia, carers, voluntary organisations and health and care professionals. The work has been led by Improvement Cymru as part of the Dementia Care Programme, and directed by the requirements of the Dementia Action Plan for Wales, overseen by the Welsh Government Dementia Oversight Implementation and Impact group (DOIG). The pathway includes twenty standards that represent what people believe will make a positive difference to dementia care in Wales. The twenty standards sit within four themes: Accessible, Responsive, Journey, Partnerships & Relationships, underpinned by kindness and understanding.

Standard 12 specifically relates to the role of the Dementia Connector and states:

'People living with dementia and their carers will have a named contact (connector) to offer support, advice and signposting, throughout their journey from diagnosis to end of life.'

Funded by the Regional Partnership Board's Regional Integrated Fund (RIF) until March 2026, the charity began implementing the project in January 2024. We look forward to demonstrating the impact of this project in next year's report.

Home Life Matters - Home First Trusted Assessors

The aim of the trusted assessor role in CTM is to support and facilitate discharges from hospital to local services through Discharge to Recover then Assess (D2RA) pathways, especially pathways 0 and 1. The role will need to develop relationships within, and work alongside, partners and people involved in discharge planning; remaining focused on the outcome for the person. This is an exciting opportunity to ensure the needs of patients are met, their rights observed and to work alongside discharge teams and statutory agencies to deliver positive change.

Making it Sustainable – Income Generation

In 2015, ACM launched a strategy called 'Making it Personal' which set out an ambitious goal to reduce its reliance on public sector funds and increase unrestricted income. Cynon Linc emerged as the front-runner in the charity's plans to diversify and is achieving steady growth annually.

In 2023, Age Connects Morgannwg (ACM) launched its three year strategy 'Together for Older People' and its delivery programme, *Leaving No One Behind*, a comprehensive initiative designed to ensure that ACM remains a vital resource for older people now and in the future. The programme is built around three core strands:

1. **EngAge:** Focuses on diversifying and enhancing ACM's efforts to amplify the voices of older people, ensuring their perspectives shape the services and support they receive.
2. **Connect:** Aims to expand ACM's digital service delivery by leveraging both internal expertise and external specialists. This strand is crucial for transforming ACM's digital presence, ensuring it is accessible, user-friendly, and fully integrated with the needs of our service users.
3. **Sustain:** Originally focused on supporting older people in contributing to net-zero goals, *Sustain* has been expanded to include a critical new objective: improving ACM's financial resilience. This revision follows insights from our recent Enterprise and Fundraising report and aligns with ACM's long-term goal of becoming a Net Zero organisation by 2040.

Strategic Implementation:

To achieve these objectives, ACM proposes the recruitment of a Commercial Manager and a Fundraising Officer. These roles are central to implementing our Enterprise and Fundraising Strategy, which aims to generate 40% of ACM's core costs through enterprise and fundraising activities within five years. This strategy is designed to reduce our reliance on external funding, ensuring that ACM can sustainably support its mission.

A key part of this strategy is the expansion of our *Simply Life* brand and the development of a robust retail offering, both in physical shops and online. To ensure the success of these initiatives, we are seeking support for the set-up and initial running costs, giving these enterprises the time and resources needed to grow.

Digital Transformation and CRM Development:

Aligned with the *Connect* strand, ACM plans to develop a new Customer Relationship Management (CRM) platform. As highlighted in our Enterprise and Fundraising Report, our current CRM system is outdated and inadequate for our evolving needs. It hampers our ability to profile service users, integrate systems, leverage new technology, and maximise fundraising potential.

The new CRM will be a game-changer for ACM. It will improve productivity through workforce automation, enhance communication with our audience, and enable us to harness the latest advancements in AI. Additionally, it will revolutionise our customer service and streamline client bookings with integrated calendar functions. We are working with an independent CRM consultant to ensure that the custom-built system meets all our objectives and delivers maximum value.

Vision and Outcomes:

Our vision is to transform ACM into an agile, financially independent organisation that can swiftly respond to the needs of older people without being constrained by external funding cycles. We aspire to create an environment where older people are not left behind but are actively engaged in the digital and societal advancements that many take for granted.

Specific Outcomes:

- **Increased Digital Access:** Enhance access to our core services in a way that is both accessible and sustainable.
- **AI-Driven Improvements:** Introduce new AI-driven tools to significantly improve user experience.
- **CRM Implementation:** Develop and deploy a new CRM platform within 12 months, ensuring it meets all operational needs.
- **Financial Resilience:** Achieve 40% of core costs through enterprise and fundraising by the end of year five.
- **Maximised Income Generation:** Capitalize on income-generating opportunities through strategic product development and partnership working.

In August 2024, the Board approved a proposal to seek seed funding to support the delivery of an Enterprise and Fundraising Plan. The plan highlights that to generate profit and not just income, an element of resource investment is required (which has previously not been in place) and identifies possible sources of funding to support that investment.

At the time of writing, an application for investment in our Enterprise and Fundraising Plan has been made with an outcome expected before Christmas 2024.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity has a general **vision** of a society where older people are respected and enabled to meet their aspirations. The **mission** of the Charity is **to improve the quality of life of older people.**

Governing Document & Legal Status

Age Concern Morgannwg (the Charity) is an incorporated association. Company number: 06717361 with charitable status, governed by a Constitution – Registered Charity Number: 1129973. The Charity's operating title is **Age Connects Morgannwg.**

The Charity was constituted in 1977 following registration in 1978 as the Council for the Elderly in Mid Glamorgan. In 1999, a further resolution was passed and approved by the Charity Commission for the name of the Charity to become Age Concern Morgannwg and that its area of benefit changed to reflect the local government reorganisation.

Membership

Membership of the organisation is open to individuals and organisations who apply to the Charity and are approved by the Trustees. Membership is not transferrable and, currently, the only members of the organisations are the Directors of the organisation who also comprise of the Board of Trustees. The Directors have the right to establish classes of membership with different rights and obligations which are recorded in the register of members.

Appointment of Trustees

A regular review of the Boards succession and skills needs are performed to ensure that the Board recruit trustees to meet its skills gaps and support its strategic leadership through a fair, equal and consistent recruitment process.

Applications for potential trustees are sought by press advertisement, through registration with appropriate local networks and associations, and through invitations sent out in member mailings. An individual aged 16 years and older may apply.

Membership of the Board of Trustees consists of the Chair and eight other Trustees elected by members of the Charity as determined by the Charity's Regulations. The Board also has the power to co-opt persons to serve as members of the Board until the next election of Trustees.

Board members become members of the Charity from the time of their election. One-third of the trustees are required to stand down by rotation at each annual general meeting and may seek further reappointment.

Trustee Induction & Training

The Charity has completed its review of the process for recruiting Trustees. Potential Trustees are initially provided with reports and the organisation's strategy, that will enable them to judge whether to pursue an appointment. Application forms are completed prior to an interview with the Chair of the Charity and the Chief Executive Officer. If candidates are regarded as suitable, and wish to pursue an appointment, they are invited to observe a Board or Committee meeting and their application reviewed by the Board. Following satisfactory completion of the recruitment process, the Board will recommend appointment, as a trustee, to the Annual General Meeting.

The ongoing induction process involves meetings with key staff and attendance at training sessions, conferences, trustees and staff away days.

Organisation Governance and Structure

The Board has the overall responsibility for the governance of the Charity. It meets at least four times a year.

The Board delegates' authority to the CEO who leads the Management Team in the day to day management of the Charity, working within the financial framework, procedures and policies set down by the Board. The Chief Executive has delegated authority for human resource planning, employment, service development and finance.

STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The Board also delegates authority to the non-executive directors of its one subsidiary, Age Concern Morgannwg Trading Limited. In March 2023 one of its Directors resigned due to work commitments, leaving just one Director in place. In August 2023, that Director resigned due to ill health. The Chief Executive Officer was appointed as the sole Director in August 2023, whilst discussions about the company’s future were held by the Charity Board. At the time of writing, the CEO remains the only Director of the Trading Subsidiary but efforts are being made to identify and appoint new directors, not associated with the Board of Trustees.

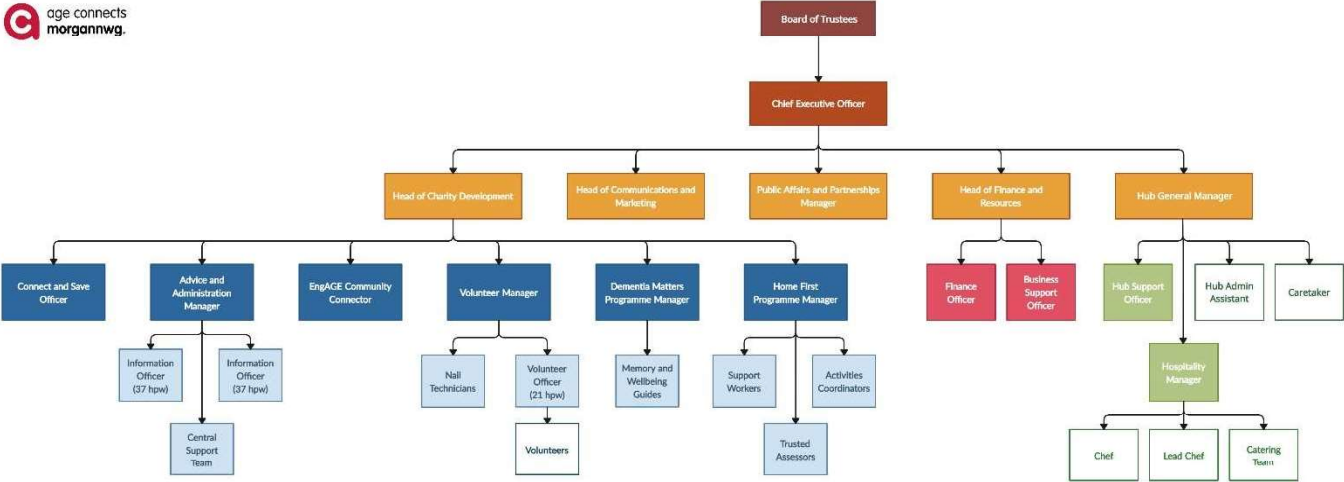
The Senior Leadership Team changed during the reporting period. In May 2023, the Head of Charity Services left the organisation and was not replaced until January 2024.

(Special Note: In July 2024, the newly appointed Head of Charity Development also left the organisation following a period of ill health).

At the time of writing, the Senior Leadership Team comprises:

- Chief Executive Officer (FT)
- Head of Finance and Resources (PT)
- Head of Charity Development (Vacant)
- Head of Communications and Marketing (FT)
- Cynon Linc General Manager (FT)
- Public Affairs and Partnerships Manager (PT)

The Senior Leadership Team is supported by a team of five operational Service Managers.



Related Parties

The Charity is an active member of Age Connects Wales (ACW) (Company Number: 8104542). The alliance is made up of independent and autonomous Age Connect organisations, which share common aims and values working together to add value to the work and role of Age Connect in Wales.

Our membership of Age Connects Wales does not impose any influence or requirements on the Charity’s internal policy or strategic planning framework, nor did it have any financial implications in the reporting period as the Directors of Age Connects Wales took a decision not to charge membership fees.

STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks to which the Charity is exposed have been reviewed and systems established to mitigate those risks. The Board has identified the following significant risk areas (above score 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

The scoring puts greater emphasis on impact and uses the scoring system from the Charity Commission, *Charities and Risk Management (CC26)*.

Risk Rating Impact: 1 - Insignificant; 5 – Catastrophic.

Risk rating Likelihood: 1- Remote; 5 - Highly probable.

Risk and Mitigation	Likelihood (x)	Impact (y)	Score (xy+y)
<p>Targets not achieved for Core Funding:</p> <p>Develop an income generation strategy that reflects the strategic objectives of the charity.</p>	5	4	24
<p>Discontinuation of funding, contracts and Service Level Agreements:</p> <p>Evidence the need and value of our services. Diversify our offer and apply for funding for our core activities. Continue to strive for excellence and keep up good relationships with our SLA providers. Negotiate longer term contracts which reflect annual cost increases in an attempt to promote sustainability and longer-term planning.</p>	4	3	15
<p>Inability to recruit and/or retain skilled and talented staff:</p> <p>Development and implementation of Work Force Development Plan with annual appraisal and training audit/programme.</p>	4	3	15
<p>Data Security:</p> <p>To mitigate the risk of cyber-attacks and data breaches we will update our security strategy, examine password protocols, and review our data hosting arrangements.</p>	5	4	24

**AGE CONCERN MORGANNWG LIMITED
TRUSTEES ANNUAL REPORT
FOR THE YEAR ENDED 31 MARCH 2024**

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks to which the Charity is exposed have been reviewed and systems established to mitigate those risks. The Board has identified the following significant risk areas (above score 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

<p>Changes in the Political Landscape:</p> <p>Political instability and changes can mean we need to develop new relationships with key decision makers, as well as different parties/leaders and individuals having varying priorities.</p>	3	2	8
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REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number	06717361
Registered Charity Number	1129973
Principal & Registered Office	Cynon Linc Seymour Street Aberdare CF44 7BD

The Directors and Trustees

The trustees who served on the board of the Charity during the period were as follows:

Lynda Williams (Chair) (appointed Chair 05/12/23)
Lynda Chandler (Vice Chair) (appointed Vice Chair 05/12/23)
Christopher Ward (resigned 23/08/23)
Chris Williams (resigned 27/04/23)
Nicola Jones (resigned 22/08/23)
Kristian Howell
Geoffrey Watts
Nicola Morris (appointed 05/12/23)
Rachael Nicholson (appointed 05/12/23)
Alison Johnson (appointed 05/12/23)
Andrew Cobb (appointed 20/08/24)

Rachel Rowlands (Company Secretary)

Age Concern Morgannwg Trading Limited

The directors of the charity's trading subsidiary who served during the period were as follows:

Christopher Ward (resigned 23/08/23)
Rachel Rowlands (appointed 23/08/23)

Chief Executive Officer Rachel Rowlands

Senior Leadership Team

Head of Finance and Resources	Steve Pearce
Head of Charity Development	Lisa Gilchrist (2 January 2024 – 15 July 2024)
Head of Communications and Marketing	Jonathan Curtis
Cynon Linc General Manager	Karen Davies
Public Affairs and Partnership Manager	Bethan Shoemark-Spear

REFERENCE AND ADMINISTRATIVE DETAILS - continued

Auditors	Azets Audit Services Ty Derw Lime Tree Court Cardiff Gate Business Park Cardiff, CF23 8AB
Bankers	Barclays 91 Taff Street Pontypridd CF37 4SN Handelsbanken Cardiff Branch 2 Callaghan Square Cardiff CF10 5AZ Nationwide Building Society Kings Park Road Moulton Park Northampton NN3 6NW Monmouthshire Building Society John Frost Square Newport NP20 1PX
Solicitors	Hek Jones 14 Cathedral Road Cardiff CF11 9LJ
Pension Scheme Advisors	Not Appointed

Draft Financial Statements at 19 December 2024 at 23:47:47
AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
STATEMENT OF TRUSTEES RESPONSIBILITIES
FOR THE YEAR ENDED 31 MARCH 2024

The Trustees, who are also the directors of Age Concern Morgannwg Limited for the purpose of company law, are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

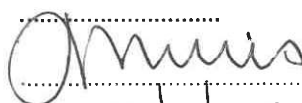
The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the Charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees report was approved by the Board of Trustees.

 - Trustee
Date: 14/1/25

AGE CONCERN MORGANNWG LIMITED

A COMPANY LIMITED BY GUARANTEE

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED

Opinion

We have audited the accounts of Age Concern Morgannwg Limited (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 March 2024 which comprise the group statement of financial activities, the group balance sheet, the charitable company balance sheet, the statement of cash flows the group statement of cashflows and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP 2019.

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities SORP 2019.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Trustees report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- the directors' report included within the Trustees report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's accounts are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees responsibilities, the Trustees, who are also the directors of the Charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE MEMBERS OF AGE CONCERN MORGANNWG LIMITED**

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

**Katherine Parkin (Senior Statutory Auditor)
for and on behalf of Azets Audit Services**

16 January 2025

**Chartered Accountants
Statutory Auditor**

Ty Derw, Lime Tree Court
Cardiff Gate Business Park
Cardiff
United Kingdom
CF23 8AB

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<u>Income from:</u>							
Donations and legacies	3	6,364	-	6,364	7,997	-	7,997
Charitable activities	4	140,646	713,967	854,613	84,408	807,035	891,443
Other trading activities	5	232,047	-	232,047	164,011	-	164,011
Investments	6	2,353	-	2,353	760	-	760
Total income		381,410	713,967	1,095,377	257,176	807,035	1,064,211
<u>Expenditure on:</u>							
Charitable activities	7	492,111	719,568	1,211,679	478,114	771,162	1,249,276
Gross transfers between funds		-	-	-	172,030	(172,030)	-
Net expenditure for the year/							
Net movement in funds		(110,701)	(5,601)	(116,302)	(48,908)	(136,157)	(185,065)
Fund balances at 1 April 2023		329,386	2,134,989	2,464,375	378,294	2,271,146	2,649,440
Fund balances at 31 March 2024		218,685	2,129,388	2,348,073	329,386	2,134,989	2,464,375

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

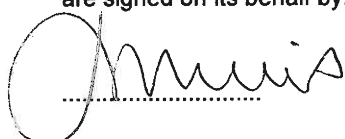
The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
BALANCE SHEETS

AS AT 31 MARCH 2024

	Notes	Group 2024 £	Charity 2024 £	Group 2023 £	Charity 2023 £
Fixed assets					
Tangible assets	12	1,895,140	1,895,140	1,945,009	1,945,009
Fixed asset investments	13	-	2	-	2
		<u>1,895,140</u>	<u>1,895,142</u>	<u>1,945,009</u>	<u>1,945,011</u>
Current assets					
Debtors	15	105,322	114,489	78,950	88,118
Cash at bank and in hand		438,832	427,110	564,945	553,147
		<u>544,154</u>	<u>541,599</u>	<u>643,895</u>	<u>641,265</u>
Creditors: amounts falling due within one year	16	(91,221)	(91,221)	(124,529)	(124,529)
Net current assets		<u>452,933</u>	<u>450,378</u>	<u>519,366</u>	<u>516,736</u>
Total assets less current liabilities		<u>2,348,073</u>	<u>2,345,520</u>	<u>2,464,375</u>	<u>2,461,747</u>
Income funds					
Restricted funds	18	2,129,388	2,129,388	2,134,989	2,134,989
<u>Unrestricted funds</u>					
Designated funds	19	70,570	70,570	71,650	71,650
General unrestricted funds		148,115	145,562	257,736	255,108
		<u>2,348,073</u>	<u>2,345,520</u>	<u>2,464,375</u>	<u>2,461,747</u>

The financial statements were approved by the board of directors and authorised for issue on and are signed on its behalf by:



Lynda Williams - Chair
Company Registration No. 06717361

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	2024 £	£	2023 £	£
Cash flows from operating activities					
Cash (absorbed by)/generated from operations	23		(127,626)		68,893
Investing activities					
Purchase of tangible fixed assets		(840)		(60,183)	
Investment income received		2,353		760	
Net cash generated from/(used in) investing activities					
			1,513		(59,423)
Net cash used in financing activities					
			-		-
Net (decrease)/increase in cash and cash equivalents					
			(126,113)		9,470
Cash and cash equivalents at beginning of year			564,945		555,475
Cash and cash equivalents at end of year			<u>438,832</u>		<u>564,945</u>

AGE CONCERN MORGANNWG LIMITED

A COMPANY LIMITED BY GUARANTEE

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

Charity information

Age Concern Morgannwg Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Cynon Linc, Seymour Street, Aberdare, Glamorgan, CF44 7BD.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102..

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

The financial statements consolidate the accounts of Age Concern Morgannwg Limited and its material subsidiaries. The results of subsidiaries are consolidated on a line-by-line basis..

The charitable company has taken advantage of the exemption contained within 408 of the Companies Act 2006 not to present its own Statement of Financial Activities.

The income and expenditure account for the year dealt with in the accounts of the charitable company was £116,227 deficit (2023: £184,483 deficit).

1.2 Going concern

The Trustees recognise the challenges of generating sufficient unrestricted income to build a sustainable reserve position however plans are in place to address this.

Therefore at the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Grants:

Grants are included in the statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the balance sheet. Where income is received in advance of meeting any performance-related conditions there is not unconditional entitlement to the income and its recognition is deferred and included in creditors as deferred income until the performance-related conditions are met. Where entitlement occurs before income is received, the income is accrued.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Donations:

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies:

For legacies, entitlement is taken as the earlier of the date on which either:

- a) The Charitable Company is aware that probate has been granted;
- b) The estate has been finalised and notification has been made by the executor(s) that distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, whole or in part is only considered probable when the amount can be measured reliably and the Charitable Company has been notified of the executors' intention to make a distribution. Where legacies have been notified to the Charitable Company, or the Charitable Company is aware of the granting of probate and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Rental Income:

Rental income from operating leases (net of any incentives given to the lessee) is recognised on a straight-line basis over the lease term. Rental received for space rented out to third parties as needed is recognised once payment has been received and event has taken place

Investment Income:

Investment income is recognised when receivable and the amount can be measured reliably by the Charitable Company; this is normally upon notification of the interest paid or payable by the bank.

Service Level Agreements:

The charitable company delivers its services through a range of Service Level Agreements where performance monitoring information is provided to the funders on a quarterly basis. The services provided are often subject to change during the year that reflects the fluctuations in demand or the introduction of new strategies. As a result, the charitable company are expected to adapt by varying overhead allocations to reflect the cost of delivering, administering, monitoring and managing the service. There is an expectation that funders Service Level Agreements will roll on year on year provided that the objectives of the contract are being satisfied.

Cynon Linc Restaurant:

Income derived from the Cynon Linc restaurant is recognised at the point of sale via the till system.

Nail Cutting Income/Support Plus Shopping Service:

The service is paid for upfront and recognised once the obligation of the service has been satisfied

Other Income:

All other income is recognised upon the completion of the set performance obligation

Income from subsidiary:

Income received in the trading subsidiary represents the total value of commission receivable for the year. This income is recognised when the service to which the commission relates has been performed and entitlement to funds is probable.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold land and buildings	Straight Line over lease term
Fixtures and fittings	20% Reducing Balance
Computers	33.33% Straight Line
Motor vehicles	25% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Donations and gifts	6,364	7,997

The charity currently leases the building known as Cynon Linc from Rhondda Cynon Taf County Borough Council for a peppercorn rent. As the building is specialist in nature a market value rent cannot be readily obtained and therefore donated facilities income together with a notional rental expense have been not been recognised in the financial statements.

4 Charitable activities

	Grants 2024	Grants 2023
	£	£
Grants	335,460	236,169
Service level agreements	443,417	573,843
Nail cutting	66,206	56,513
Other	9,530	24,918
	<u>854,613</u>	<u>891,443</u>

Analysis by fund

Unrestricted funds	140,646	84,408
Restricted funds	713,967	807,035
	<u>854,613</u>	<u>891,443</u>

Grants

Age Connects Wales	4,000	2,675
Cwm Taf Morgannwg	1,981	36,060
Independent Age Charity	18,000	13,333
National Lottery	40,265	36,000
Pen-y-Cymoedd	97,536	43,979
Police & Crime Commissioner for South Wales	5,500	-
Rhondda Cynon Taf CBC	29,278	18,568
Wales Community Voluntary Association	16,276	31,417
Welsh Government	89,823	43,688
Other	32,801	10,449
	<u>335,460</u>	<u>236,169</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Fundraising Income	10,333	11,028
Other Income	18,222	4,929
Restaurant Income	124,903	92,188
Rental Income	78,589	55,866
	<u> </u>	<u> </u>
Other trading activities	232,047	164,011
	<u> </u>	<u> </u>

6 Investments

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
Interest receivable	2,353	760
	<u> </u>	<u> </u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

7 Charitable activities

	2024	2023
	£	£
Staff costs	455,094	578,479
Depreciation and impairment	19,754	19,340
Office expenses	21,947	15,933
Motor and travel expenses	11,882	13,423
Printing, postage and stationery	5,385	7,119
Expenditure on raising funds	-	4,109
Irrecoverable VAT	31,572	23,973
Bad debts written off	1,825	-
Advertising and promotions	13,977	13,319
Bank charges	2,847	1,415
Personal protective equipment	2,355	295
Establishment costs	35,088	37,364
Voluntary Mileage	-	3,234
Repairs, maintenance & IT	12,416	9,194
Project costs	33,696	20,670
Legal, professional and training costs	39,506	27,404
	<u>687,344</u>	<u>775,271</u>
Share of support costs (see note 8)	509,335	464,137
Share of governance costs (see note 8)	15,000	9,868
	<u>1,211,679</u>	<u>1,249,276</u>
Analysis by fund		
Unrestricted funds	492,111	478,114
Restricted funds	719,568	771,162
	<u>1,211,679</u>	<u>1,249,276</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

8 Support costs

	Support costs	Governance costs	2024	Support costs	Governance costs	2023
	£	£	£	£	£	£
Staff costs	330,116	-	330,116	279,712	-	279,712
Depreciation	30,955	-	30,955	47,537	-	47,537
Establishment costs	35,089	-	35,089	37,364	-	37,364
Repairs, maintenance & IT	12,417	-	12,417	9,193	-	9,193
Restaurant costs	61,542	-	61,542	53,857	-	53,857
Office expenses	21,948	-	21,948	15,933	-	15,933
Printing, postage and stationery	5,386	-	5,386	7,118	-	7,118
Motor and travel expenses	11,882	-	11,882	13,423	-	13,423
Audit fees	-	15,000	15,000	-	9,868	9,868
	<u>509,335</u>	<u>15,000</u>	<u>524,335</u>	<u>464,137</u>	<u>9,868</u>	<u>474,005</u>
Analysed between Charitable activities	<u>509,335</u>	<u>15,000</u>	<u>524,335</u>	<u>464,137</u>	<u>9,868</u>	<u>474,005</u>

Governance costs includes payments to the auditors of £15,000 (2023- £9,868) for audit fees.

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year or the prior year.

10 Employees

The average monthly number of employees during the year was:

	2024	2023
	Number	Number
Charitable	42	48
Support	4	4
Governance	1	1
Total	<u>47</u>	<u>53</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

10 Employees **(Continued)**

Employment costs	2024	2023
	£	£
Wages and salaries	721,153	787,672
Social security costs	40,114	43,086
Other pension costs	23,943	27,433
	<u>785,210</u>	<u>858,191</u>

Included in the above amounts are redundancy costs of £14,920 (2023: £35,595).

Key management personnel

The total remuneration paid to key management personnel during the year (including gross salary, employers national insurance contributions and employers pension contributions) was £208,549 (2023: £197,131).

There were no employees whose annual remuneration was more than £60,000.

11 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12 Tangible fixed assets

	Leasehold land and buildings	Fixtures and Motor vehicles fittings		Total
	£	£	£	£
Cost				
At 1 April 2023	1,898,873	197,783	36,567	2,133,223
Additions	-	840	-	840
At 31 March 2024	<u>1,898,873</u>	<u>198,623</u>	<u>36,567</u>	<u>2,134,063</u>
Depreciation and impairment				
At 1 April 2023	36,272	115,375	36,567	188,214
Depreciation charged in the year	19,754	30,955	-	50,709
At 31 March 2024	<u>56,026</u>	<u>146,330</u>	<u>36,567</u>	<u>238,923</u>
Carrying amount				
At 31 March 2024	<u>1,842,847</u>	<u>52,293</u>	<u>-</u>	<u>1,895,140</u>
At 31 March 2023	<u>1,862,601</u>	<u>82,408</u>	<u>-</u>	<u>1,945,009</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

13 Fixed asset investments

Fixed asset investments comprise investments in subsidiaries.

	Group 2024	Charity 2023	Group 2024	Charity 2023
	£	£	£	£
Cost and carrying amount				
At 1 April 2023 & 31 March 2024	-	2	-	2

14 Subsidiaries

Details of the Charity's subsidiaries at 31 March 2024 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Age Concern Morgannwg Trading Limited	Cynon Linc, Seymour Street, Aberdare, Wales, CF44 7BD	Inactive	Ordinary	100.00	

The aggregate capital and reserves and the result for the year of subsidiaries included in the consolidation was as follows:

Name of undertaking	Profit/(Loss)	Capital and Reserves
	£	£
Age Concern Morgannwg Trading Limited	(75)	2,555

15 Debtors

	2024 Group	2024 Charity	2023 Group	2023 Charity
	£	£	£	£
Amounts falling due within one year:				
Trade debtors	73,043	73,043	37,226	37,226
Amounts due from subsidiary undertakings	-	9,167	-	9,168
Other debtors	-	-	21,085	21,085
Prepayments and accrued income	32,279	32,279	20,639	20,639
	<u>105,322</u>	<u>114,489</u>	<u>78,950</u>	<u>88,118</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

16 Creditors: amounts falling due within one year

Notes	2024 Group £	2024 Charity £	2023 Group £	2023 Charity £
Other taxation and social security	6,542	6,542	2,502	2,502
Deferred income	22,604	22,604	34,308	34,308
Trade creditors	18,378	18,378	62,462	62,462
Other creditors	13,122	13,122	12,624	12,624
Accruals	30,575	30,575	12,633	12,633
	<u>91,221</u>	<u>91,221</u>	<u>124,529</u>	<u>124,529</u>

17 Government grants

Deferred income is included in the financial statements as follows:

	2024 £	2023 £
Deferred income is included within:		
Current liabilities	<u>22,604</u>	<u>34,308</u>
Movements in the year:		
Deferred income at 1 April 2023	34,308	10,054
Released from previous periods	(34,308)	(10,054)
Resources deferred in the year	<u>22,604</u>	<u>34,308</u>
Deferred income at 31 March 2024	<u>22,604</u>	<u>34,308</u>

Deferred income relates to grant income received in advance which has been appropriately deferred under the terms and conditions of the funding (2023: service level agreement income received prior to 31 March 2023 relating to the 2023/24 financial year).

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2024

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance at 1 April 2022		Movement in funds		Balance at 1 April 2023		Movement in funds		Balance at 31 March 2024	
	£	£	Incoming resources	Resources expended	Transfers	£	Incoming resources	Resources expended	Transfers	£
Rhondda Cynon Taf CBC - Information and Advice	-	49,623	(49,623)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Independent Advocacy	-	40,000	(40,000)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Community & Day Unit Resource Centre	28,738	138,514	(124,378)	(28,738)	14,136	-	-	-	-	14,136
Rhondda Cynon Taf CBC - Food Support	277	-	-	-	277	-	-	-	-	277
Rhondda Cynon Taf CBC - OPAG Support	-	5,454	(5,454)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Welsh Church Act Funding	-	44,654	(44,654)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Coffee Morning: Winter Hardship	-	2,500	(2,500)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Little Lincs	-	1,000	(1,000)	-	-	-	-	-	-	-
Rhondda Cynon Taf CBC - Community Grant (UK Shared Prosperity Fund)	-	14,977	(14,977)	-	-	-	-	-	-	-
Cwm Taf Morgannwg HB - Better @ Home Service	18,440	199,082	(139,008)	(28,027)	50,487	202,068	(170,863)	(16,069)		65,623
Cwm Taf Morgannwg HB - Hospital Discharge Service	13,057	86,897	(91,466)	(8,488)	-	88,200	(104,268)	16,069		1
Cwm Taf Morgannwg HB - Ysbyty George Thomas	2,010	18,372	(28,870)	8,488	-	-	-	-	-	-

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2024

18 Restricted funds	(Continued)					
Cwm Taf Morgannwg HB - Hospital to Home	19,797	-	(6,949)	(6,949)	5,899	5,899
Cwm Taf Morgannwg HB - Vaccination Transportation	6,471	36,060	(22,992)	-	19,539	19,539
Regional Partnership Board - Keeping in Touch	26,228	-	(8,912)	(17,316)	-	-
Voluntary Action Merthyr Tydfil - ICF - Volunteer Service	783	-	-	-	783	783
Voluntar Action Merthyr Tydfil - COVID Recovery Grant- Volunteer Service	5,147	-	-	-	5,147	5,147
Voluntary Action Merthyr Tydfil - Dementia Information and Advice	2,771	-	-	-	2,771	2,771
Voluntary Action Merthyr Tydfil - Dementia Volunteering	-	43,688	(43,688)	-	-	-
Community Foundation Wales - Research Project	1,700	-	-	-	1,700	1,700
Community Foundation Wales - Respond & Recover	2,734	-	-	-	2,734	2,734
ICF Capital - Cynon Linc	2,028,794	-	(18,335)	(91,000)	1,919,459	1,900,709
National Lottery Community Fund - Cynon Linc	-	36,000	(36,000)	-	-	-
Merthyr Tydfil - Activities Co-ordination	-	28,500	(28,500)	-	-	-
Rayne Foundation	40	-	-	-	40	40
WCVA - Michael Sheen Storm Dennis Fund	2,348	-	-	-	2,348	2,348
Welsh Government - Foundational Economy Simply Together	5,051	-	-	-	5,051	5,051
Cwm Taf Morgannwg Mind - COVID Response	7,732	-	-	-	7,732	7,732
Dunhill Medical Trust - Cynon Linc	92,834	-	(1,005)	-	91,829	89,841
Interlink - Volunteer Training	250	-	-	-	250	250
				(1,988)		(1,988)

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2024

18 Restricted funds	(Continued)					
Interlink - Winter Pressures	3,308	-	-	-	-	-
WCVA - Volunteering in Wales	1,137	32,554	(33,691)	-	-	-
Kickstart	-	6,527	(6,527)	-	-	-
Welsh Government - Winter	1,499	-	-	1,499	-	-
HSBC - Charity Aid Foundation	-	8,500	(8,500)	-	-	-
Independent Age - Community Project	-	13,334	(13,334)	-	-	-
Interlink - Food Grant	-	500	(500)	-	-	-
Cwmpas - Digital Hardship Fund	-	299	(299)	-	-	-
MTBC Activities Coordinator	-	-	-	-	31,215	(31,215)
Aberystwyth University	-	-	-	-	2,000	(2,000)
Police & Crime Commissioner	-	-	-	-	5,500	(5,500)
RCT Workers Dementia Outreach	-	-	-	-	38,340	(38,340)
PYC	-	-	-	-	95,157	(95,157)
Lottery	-	-	-	-	40,265	(40,265)
RCT Winter Hardship	-	-	-	-	2,000	(2,000)
RCT Communities Facility Support	-	-	-	-	540	(540)
CTM UHB	-	-	-	-	28,312	(28,312)
Home First Trusted Assessor	-	-	-	-	18,000	(18,000)
Independent Age	-	-	-	-	18,000	(18,000)
RCT I&A	-	-	-	-	49,623	(49,623)
RCT Shared Prosperity Fund	-	-	-	-	24,738	(24,738)
Unpaid Carers	-	-	-	-	9,590	(9,590)
WCVA	-	-	-	-	16,277	(16,277)
	<u>2,271,146</u>	<u>807,035</u>	<u>(771,162)</u>	<u>(172,030)</u>	<u>2,134,989</u>	<u>713,967</u>
					<u>(719,568)</u>	<u>2,129,388</u>

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2024

18 Restricted funds

(Continued)

Rhondda Cynon Taff CBC - Information and Advice: Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs.

Rhondda Cynon Taff CBC - Independent Advocacy: Funding to provide independent advocacy to adults and/or their carers aged 50 and over who meet the criteria of having a care and support plan or requiring support to access the information, advice and assistance service.

Rhondda Cynon Taff CBC - Community & Day Resource Centre: Funding to provide ancillary support to local authority day care setting and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities and to continue providing support to those beneficiaries in the community where appropriate.

Rhondda Cynon Taff CBC - Food Support: Funding for welcome home food packs for when patients are discharged from hospital. The packs are free at the point of delivery and include food provisions to support the older person through the initial time of being home.

Rhondda Cynon Taff CBC - OPAG Support: Funding to oversee the activity of the five 50+ Forums in RCT. The funding is to help support running costs and event costs.

Rhondda Cynon Taff CBC - Welsh Church Act Funding: Funding to support the safe discharge home from Prince.

Rhondda Cynon Taff CBC - Coffee Mornings - Winter Hardship: Funding to provide a weekly carer's coffee morning, eventually to be expanded to be available to anyone who would like to attend.

Rhondda Cynon Taff CBC - Little Lines: Funding to bring in outside providers to enhance Little Lines child stay and play sessions.

Rhondda Cynon Taff CBC - Community Grant UK Shared Prosperity Fund: Funding for equipment in Cynon Linc as well as a contribution towards salaries for a Hospitality Manager and Reception staff.

Cwm Taf Morgannwg HB - Better @ Home Service: Funding to support the safe discharge home from Prince Charles Hospital and ongoing support required to return to independent living, as well as the provision of community support throughout Merthyr and RCT to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.

Cwm Taf Morgannwg HB - Hospital Discharge Service: Funding to support the safe discharge home from Princess of Wales Hospital and ongoing support required to return to independent living as well as the provision of community support throughout Bridgend to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

FOR THE YEAR ENDED 31 MARCH 2024

18 Restricted funds **(Continued)**

Cwm Taf Morgannwg HB - Ysbyty George Thomas: Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.

Cwm Taf Morgannwg HB - Vaccination Transportation: Funding to provide a vaccination transport service, free at the point of delivery, for anyone struggling to get to their COVID-19 vaccination appointment.

Regional Partnership Board - Keeping in Touch: Funding to provide keeping in touch activities in community hospitals in RCT for patients to stay connected with family and friends whilst in hospital, as well as supporting clinical teams to improve patient wellbeing with the provision of activities.

Voluntary Action Merthyr Tydfil - ICF Volunteer Service: Revenue funding to deliver befriending services to support lonely and isolated individuals across RCT and Merthyr Tydfil via the Reaching Out Project.

Voluntary Action Merthyr Tydfil - Dementia Information & Advice: Funding was secured to provide 40 sensory boxes at Christmas for older people living with Dementia who would not have received a gift. The sensory boxes contained several items linked to the senses and occupation and consisted of a Christmas Eve box that included twiddle muffs, jingle bells, selection packs, shortbread biscuits, body sprays, Adult coloring books & pencils. These were distributed before Christmas by staff and volunteers to service users.

Voluntary Action Merthyr Tydfil - Dementia Volunteering: Funding to deliver a range of volunteer support, particularly aimed at Dementia services.

Community Foundation Wales - Research Project: Funding to complete research projects into the expectations of older age and funding secured for a full-time administrator focused on providing an element of core support within the organization alongside strengthening the organizations monitoring and evaluation.

Community Foundation Wales - Respond & Recover: Funding to provide support to communities in responding to and recovering from the effects of the COVID pandemic.

ICF Capital - Cynon Linc: Welsh Government funding to support large capital projects that contribute to Health and Social Care.

The National Lottery Community Fund - Cynon Linc: Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.

Merthyr Tydfil Activities Co-ordination: Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.

Rayne Foundation: Funding to replace equipment destroyed by Storm Dennis.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024**

18 Restricted funds

(Continued)

WCVA - Michael Sheen Storm Dennis Fund: Funding to replace equipment destroyed by Storm Dennis.

Welsh Government - Foundational Economy Simply Together: Simply Together works closely with the Rhondda GP cluster and wellbeing coordinators, to support individuals to attend medical appointments, engage in activities in the community, and provide support with all aspects of managing the home.

Cwm Taf Morgannwg Mind - COVID Response: Funding for a single point of access hub, in collaboration with other third sector partners, providing mental health support to people across RCT.

Interlink - Volunteer Training: Funding to provide free training to volunteers throughout RCT on telephone befriending and dementia awareness.

Interlink - Winter Pressures : Funding to support the development of Coffee Mornings and craft/activity sessions for people with dementia and their carers.

Welsh Government - Winter Pressures : Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

WCVA - Volunteering in Wales: Funding to provide a volunteer chaperone service to older people and their carers to attend social activities.

Kickstart Scheme Income: Funding to support a worker for the new Little Lines Stay and Play activity centre at Cynon Linc.

Welsh Government - Winter Pressures: Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

HSBC - Charity Aid Foundation: Funding for Money Matters volunteer project.

Independent Age - Community Project: Funding for Information and Advice at outreach centres within the charity catchment area.

Interlink - Food Grant: Funding towards food costs in the Cynon Linc kitchen.

Cwmpas - Digital Hardship Fund: Funding towards digitalisation of the charity.

MTBC Activities Coordinator: Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.

**AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024**

18 Restricted funds

(Continued)

Aberystwyth University: To undertake a research project into how older people experience public transport.

Police & Crime Commissioner: Funding towards training costs for cyber awareness accreditation.

RCT Workers Dementia Outreach: To provide outreach support to people living with dementia in their own homes.

Pen Y Cymoedd Wind Farm Community Fund: Funding for 3 posts to support the Cynon Linc Growth Project Phase 2 – the posts were Hospitality Manager, Receptionist/Events Co-ordinator and Little Lincs Play Coordinator.

Lottery: Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.

RCT Winter Hardship: Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

Cwm Taff Morganwg UHB Simply Nails - Feet First - Funding to provide an affordable nail cutting service for the community.

Cwm Taff Morganwg UHB Trusted Assessor Home First - Funding to support older people home from hospital in their own homes.

Independent Age in note as Independent Age -Community Project - Funding for Information and Advice at outreach centres within the charity catchment area.

RCT I&A - Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs.

RCT Shared Prosperity Fund - Funding for equipment in Cynon Linc as well as a contribution towards salaries for a Hospitality Manager and Reception staff.

Unpaid Carers - Funding to support clients and their carers.

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

19 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 April 2022 £	Transfers £	Balance at 1 April 2023 £	Resources expended £	Balance at 31 March 2024 £
Age Connects Wales	2,000	-	2,000	-	2,000
Development of Trading Opportunities	25,000	(4,909)	20,091	-	20,091
Business Continuity - Disaster Recovery	20,000	-	20,000	-	20,000
Digital Transformation	29,559	-	29,559	(1,080)	28,479
	<u>76,559</u>	<u>(4,909)</u>	<u>71,650</u>	<u>(1,080)</u>	<u>70,570</u>

ACW - For Age Concern Morgannwg share of funding costs of ACW

Developing of Trading Opportunities - To Facilitate new trading opportunities for the charity

Disaster Recovery - To fund any unforeseen, emergency costs relating to the information technology infrastructure, premises costs or loss of business as a result of fire, flood or malicious content

Digital Transformation - To support the charity's plans to improve access to and use of digital solutions for staff, volunteers and customers. The aim of digitalization is to align with and deliver on the strategic objectives of the organization and achieve efficiency and boost resources.

20 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total Unrestricted funds 2024 £	Total Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Fund balances at 31 March 2024 are represented by:						
Tangible assets	52,294	1,842,846	1,895,140	82,408	1,862,601	1,945,009
Current assets/(liabilities)	166,391	286,542	452,933	246,978	272,388	519,366
	<u>218,685</u>	<u>2,129,388</u>	<u>2,348,073</u>	<u>329,386</u>	<u>2,134,989</u>	<u>2,464,375</u>

21 Operating lease commitments

At the reporting end date the Charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024 £	2023 £
Within one year	6,572	19,500
Between two and five years	10,762	27,829
	<u>17,334</u>	<u>47,329</u>

AGE CONCERN MORGANNWG LIMITED
A COMPANY LIMITED BY GUARANTEE
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

22 Related party transactions

There were no further disclosable related party transactions during the year (2023 - none).

The Charitable Company is an active member of the Age Connects Partnership in Wales. The Partnership is made up of independent and autonomous Age Concern organisations, which share common aims and values working together to add value to the work and role of Age Concern in Wales.

The Charitable Company has claimed exemption under FRS 102 from disclosing intra-group transactions with its wholly owned subsidiary entities.

23 Cash generated from operations	2024	2023
	£	£
Deficit for the year	(116,302)	(185,065)
Adjustments for:		
Investment income recognised in statement of financial activities	(2,353)	(760)
Depreciation and impairment of tangible fixed assets	50,709	66,877
Movements in working capital:		
(Increase)/decrease in debtors	(26,372)	185,366
(Decrease) in creditors	(21,604)	(21,779)
(Decrease)/increase in deferred income	(11,704)	24,254
Cash (absorbed by)/generated from operations	<u>(127,626)</u>	<u>68,893</u>

24 Analysis of changes in net funds

The Charity had no debt during the year.

25 Members liability

The charity is a private company limited by guarantee, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charitable company in the event of liquidation.

AGE CONCERN MORGANNWG LIMITED

England & Wales - Charity number 1129973

Accounts

REGISTERED COMPANY NUMBER: 06717361 (England and Wales)
REGISTERED CHARITY NUMBER: 1129973

Age Concern Morgannwg Limited
(A Company Limited by Guarantee)
trading as
Age Connects Morgannwg

Annual Report and
Group Financial Statements
Year ended 31 March 2023

Age Concern Morgannwg Limited
Contents of the Financial Statements
for the year ended 31 March 2023

	Page
Trustees Annual Report, consisting of	1 - 41
1 Trustees Statement	1
2 Chairman's Statement	2 - 4
3 Objectives and Activities	5 - 6
4 Achievements and Performance	7 - 31
5 Plans for Future Periods	32 - 35
6 Financial Review	36 - 37
7 Structure, Governance and Management	38 - 40
8 Reference and Administrative Details	41 - 42
Statement of Trustees' Responsibilities	43
Report of the Independent Auditors	44 - 46
Statement of Financial Activities - Group	47
Statement of Financial Activities - Comparative	48
Consolidated Balance Sheet	49
Statement of Cash Flows - Group	50 - 51
Notes to the Financial Statements	52 - 71

I. TRUSTEES STATEMENT

The trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ending 31st March 2023 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) – (Charities SORP (FRS 102) – second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

2. CHAIRMAN'S STATEMENT

Introduction

What is a Chairman's Statement for? To encourage shareholders, stakeholders, funders, donors, and beneficiaries by celebrating the "virtues" of the organisation. These virtues are all the good things that the organisation does. This statement, and the more detailed Annual Report, set out what Age Connects Morgannwg has done in the last financial year to meet their charitable objectives, who they have done it for, and what financial resources they have used, always with an emphasis on notable successes. It's all good news. But is it?

Let's start with first principles. Age Connects Morgannwg's objectives are:

To promote the relief of elderly people in any manner which now is or hereafter may be deemed by law to be charitable in and around the County Borough Councils of Bridgend, Merthyr Tydfil and Rhonda Cynon Taff.

The Charities Act 2011, and its partial revision in 2022, gives thirteen descriptions of "charitable purposes". The ones that apply to Age Connects Morgannwg are:

- prevention or relief of poverty.
- advancement of health or the saving of lives.
- advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity.
- the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage.

And yes, we can confidently say that in one way or another we meet all those objectives, as the headlines of our performance in 2022 – 2023 show:

- We supported **9,027** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (2022: 5,550).
- We helped raise **£1,253,140** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently (2022: £779,484).
- We provided **8,640 hours** of care and support to some of the most vulnerable older people in our communities (2022: 5,448).
- 50% of our HDS referrals came from health sources such as GPs, hospitals, community nurses.
- Referrals from family friends and self-referrals made up 27% (2022: 24%) with the remaining 20% coming from other sources (2022: 36%).
- 21% of the people we supported were under 70, 39% of the people we supported were aged 70+ (2022: 70%), of which 39% were aged 80+ (2022: 43%).
- 58% of clients helped were female (2022: 55%) and 42% male (2022: 45%).

Since opening its doors in October 2021, our Cynon Linc Community Hub has been visited over 100,000 times by people of all ages, from all walks of life and for a variety of reasons including visiting their GP, seeking support with their mental health, learning to sing and having fun in our stay and play space Little Lincs. In an independent evaluation of the Cynon Linc project, the hub is described as 'a vital part of the community' and as 'an inter-generational community hub that combines activities, services and support from cradle to grave.'

Of this we can be justly proud. But we cannot rest on our laurels because the question we, and all other charities, must ask is "Is this enough?"

The harsh fact is that if the needs we address were removed, we would not need to exist. We would, of course, celebrate this because it would mean many older people would no longer be living in poverty; they would not be being financially, sexually and mentally abused; their rights would be observed and upheld and they would be happily accessing all of the support and encouragement they need to conduct their business on-line, to get a bus to their hospital appointment, and be able to still buy goods with cash at a high street near them.

2. CHAIRMAN'S STATEMENT - continued

This is not the case and so we remain. We do what we can with the resources that are available to us, but that is never enough, because the challenges of older age are, for some, acute and the demand for support in meeting those challenges continues to grow.

We face a perfect storm of increasing need and reducing resources. Good intentions are diluted. Priorities are downgraded by forces outside our control. Staff devotion and energy are weakened by our inability to attract uplifts in funding to meet our obligations as a Living Wage Employer resulting in relatively low pay for highly skilled work. Recruitment of staff and volunteers (particularly trustees) is increasingly difficult. National and local financial pressures lead to political ambivalence. The realities of human problems are ignored in the struggle to balance the books. Cost of living increases reduce charitable giving. And in and through all this older people seem to be disproportionately affected by hospital waiting lists; by the inability to be discharged from hospital to a safe and nurturing environment due to workforce issues; by an inadequate fixed state which pension doesn't help meet the rising cost of living, even with a Pension Credit top up, and accessible public transport in our valley communities doesn't appear to be meeting the needs of older people who rely on it.

The sad fact is that out of sight is out of mind. Older people are seen shopping in supermarkets. They are seen in the advertisements for expensive cruises. They enjoy discounted meals at the Cynon Linc Hyb. They are our neighbours, friends, grandparents and devoted child minders. What about all the others?

The 2021 census reports that people over 65 in Wales accounted for 21.3% of the population. That's 1 in 5. This is the highest percentage ever recorded. And it is growing. The number of people over 65 has grown by 16% in Rhondda Cynon Taf since 2011, by 13% in Merthyr Tydfil, and 21% in Bridgend. The actual numbers of people over 60 in Cwm Taf Morgannwg are (in round figures) 83,000 (35%) in Rhondda Cynon Taf, 18,000 (30%) in Merthyr Tydfil and 40,000 (28%) in Bridgend.

It is fair to say that larger numbers of people mean there will be more people requiring support and much of that support is in the form of information gathering, knowing where to get help and finding the money to pay for the things that make life better. Yet public and private funding for those, like us, who are trying to help resolve these problems and meet that need, reduces, inexorably.

Our experience tells us that the challenges faced by many older people are low key, yet high impact. Our news bulletins are dominated by huge issues, global warming, war in Ukraine, Middle East tension, China's ambitions, Russia's intransigence. Television advertisements encourage us to give regularly to support wild animals, forgotten pets, destitute children, lack of water. This is not to decry or ignore any of these issues, but where and how do we see older people in the bigger scheme of things? Does the general public even notice.....

Older people whose mobility is reduced, and isolation increased, by the reduction in bus services?

Old people who find it difficult to make doctors' appointments, so their health worsens?

Older people who find that while pensions increase, the cost of living does also, faster?

Older people who cannot afford to heat and light their homes, so their cold and sadness grows.

Older people who have increasing difficulty obtaining the services they need because they lack IT skills and equipment.

Older people who, when they can afford the petrol, find that their most convenient car park requires payment by smart-phone.

Older people whose nostalgic enjoyment of their past is blighted by the thought that "it was all better then."

The list goes on.

2. CHAIRMAN'S STATEMENT - continued

To go back to where I began. Should a traditional Chairman's Statement be saying any of this? Promoting the excellence of an organisation does not normally focus on generational issues rather than corporate success, on inadequate responses to intractable problems rather than impressive performance data, on a bleak future rather than current achievement.

My answer is yes it should, because opening eyes may open hearts, change mindsets, upgrade priorities, increase giving, refocus public funds, and make Wales genuinely and fully Age Friendly.

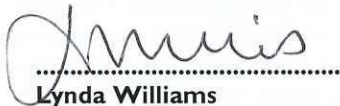
Age Connects Morgannwg is fortunate in having a Board of Trustees who are determined to find ways to meeting the challenges I have outlined above. They give their time freely, inside and outside Board meetings. I would like to thank them for all the time and thought they give to Age Connects Morgannwg, and for their help in developing strategies for the future.

We have been sorry to say goodbye to two Trustees in the past year, Richard Shaw, and one of our longest serving trustees, Gary Owen. We are grateful to them for all they have done to make Age Connects Morgannwg and Cynon Linc what they are today.

We have also been delighted to welcome three new Trustees, Lynda Chandler, Kristian Howell, and Geoff Watts. We very much look forward to working with them.

As ever, we would like to encourage anyone who is interested in being involved in our work as a Trustee to look at our website and follow the advice in Become a Trustee under the Get Involved section. We look forward to hearing from you.

And finally, on my own account and on behalf of all the Trustees, I must express my heartfelt thanks to our Chief Executive, Rachel Rowlands, for her untiring work to support our staff and maintain services, her public presence on a wide variety of committees, and her vision for what Age Connects Morgannwg means and will mean to the older people we serve.



.....
Lynda Williams
Trustee and Chair of the Board

Date: 5/12/23.....

3. OBJECTIVES AND ACTIVITIES

Vision & Mission Statement

Our Vision is that people live in a society where older people are respected and enabled to meet their aspirations.

Our Mission is to make a difference to the quality of life of older people and promote a positive view of ageing.

Our Organisational Objectives are set out in our governing document (Constitution) and define the object of the Charity as:

To promote the relief of elderly people in any manner, which now hereafter, may be deemed by law to be charitable in and around the County Borough Councils of Bridgend, Merthyr Tydfil, Rhondda Cynon Taff.

To achieve this, the Charity is committed to developing and promoting itself via the following methods:

- Service and support.
- Public education and advocacy.
- Innovation and research.
- Partnership and co-operation.

In shaping our objectives, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2).

Aims of the Charity

We will help and support older people, especially those who are vulnerable, isolated and in poverty.

The Charity's aims are to:

- Enable older people to secure and uphold their rights at times when they may be vulnerable.
- Provide opportunities for older people to participate and engage as active citizens.
- Provide independent, accurate and up to date information.
- Provide a wide range of information and a variety of services through a committed and high-quality workforce.
- Provide support for older people to remain living in their home of choice for as long as they wish.
- Promote health and wellbeing through a range of activities.

Organisational Objectives

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure that we are in a position to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries.
- Sell commercial products and services.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

3. OBJECTIVES AND ACTIVITIES - continued

Objectives and activities - main activities undertaken to further the Charity's purposes

We deliver our work through five departments, each with a focus on the strategic priorities agreed by the Board:

Department	Purpose	Lead
Charity Services	To deliver sustainable activities and services directly to older people in a variety of settings in the community and at the Cynon Linc Community Hub. Activities include: <ul style="list-style-type: none"> • Volunteering Programme • Information, Advice and Assistance • Hospital to Home services • Residential/Day Service Activities • Dementia Support • Simply Nails 	Head of Charity Development
Cynon Linc	To deliver a sustainable intergenerational community hub on a social enterprise basis, for the purpose of raising unrestricted income to support the wider work of the charity	General Manager
Policy and Public Affairs	To ensure we deliver our commitment to listening and learning from older people, using their lived experience to inform our work, influence change and shape policy.	CEO
Marketing and Communications	To build our audience, raise awareness of our activities, advance our digital agenda, and support income generation through commercial activities at Cynon Linc, fundraising and partnership opportunities.	Head of Marketing and Communications
Business Support	To manage the delivery of services such as finance, HR and governance support.	Head of Finance and Resources

Public Benefit

The trustees have reviewed the Charity Commission's guidance on public benefit and agreed that they meet the requirements set out therein, due to its achievement under the Objectives and Activities section.

4. ACHIEVEMENTS AND PERFORMANCE

CHARITY SERVICES

Independent Information and Advice (Rhondda Cynon Taf)

The service offers general and specialist advice on a wide range of issues affecting older people including:

- Maximising income and claiming welfare benefits.
- Care homes and charging procedures.
- Planning for the future - Wills, Funeral Plans and Equity Release.
- Aids and adaptations to help remain in your own home.
- Schemes to keep your home warm and energy efficient.
- Managing financial affairs and taxation.
- Housing and tenancy.
- Money Matters.

During this period, we continued to offer appointments over the phone, at home and at our Pontypridd and Aberdare offices. Funding secured from WCVA to deliver an Ageing Well Programme allowed us to expand our reach through a programme of pop-up information events called Living Well for Less in communities throughout the region.

During the period 1st April 2022 – 31st March 2023 the specialist advice team supported **1,143** new clients with **528** confirmed benefits awarded, up by 62% from 2022. The total entitlements claimed during the period was **£1,253,140** (2022: £779,484) with backdated awards of £152,442.

Our Information and Advice Team also completed applications below:

TYPE	No
Consumer issues/utilities, (gas, electric etc),	100
Housing	39
Health	22
Legal - wills	16
Travel – Blue badge, Rail cards	167
Residential Care	39
Other financial queries	77

From December 2022 we received funding from Independent Age, to develop outreach Information & Advice sessions for those who are unable to attend appointments in our offices and to extend our area of reach.

Using community venues for both 'drop in' and appointments has allowed us to reach more locations including, William Trigg Centre, Blaengarw, Abercynon Library, Pontyclun Library, Pontypridd Library, Pontypridd Community Hub Office, Church Village library, Porth & Gilfach Libraries, Hirwaun & Rhydyfelin Libraries, Ferndale and Rhondda Library and Llantrisant Library.

In January 2023, we closed our dedicated Information Hub due to affordability issues and instead set up drop-in sessions at local publicly accessible venues such as the constituency office of Heledd Fychan MS.

Case study

Mr J and his wife contacted the office following Mr J's cancer diagnosis as they needed advice about the help that was available to them. Mr J was very unwell and so a home visit was arranged.

Our assessment determined that Mr J would benefit from aids and adaptations to help him get in and out of the bath, bed etc and that he could apply for Attendance Allowance. Mrs J was also assessed as qualifying for Attendance Allowance.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Our advice worker completed referrals to Cwm Taf Care & Repair for an assessment for safety equipment, like key safe and hand rails. A second referral was made to the occupational therapist for specialist equipment to aid Mr J get in and out of the bath, for chair raisers and a pressure cushion. Attendance Allowance forms were completed for both Mr & Mrs J along with pension credit applications, carers allowance applications for each of them and blue badge applications.

Outcome: Mr & Mrs J were both awarded attendance allowance, blue badges and had adaptations to their bathroom. They also had hand rails or grab rails, fitted throughout their 3 storey home.

Impact: With the extra money generated through benefit applications Mr & Mrs J have both said that they are worrying less about having the heating on now, both feel the cold due to their health conditions. They both feel so much safer when taking a bath now, previously Mr J got stuck in the bath and had to wait for family to come and help. Now he has a raiser to help him get in and out of the bath. The handrails on the stairs are a massive help to them. The blue badge application enables both to get out of the house and park close to where they need to shop etc, this has provided them with more independence and not have to rely of the good will of others. Although they are eternally grateful for the help they receive from neighbours, friends and family, they wanted to do things for themselves and remain independent throughout their periods of illness.

Client Quote: Thank you so much for the help with everything we wouldn't have known what or how to do this for ourselves and you did it straight away. We are so thankful to you at Age Connects Morgannwg.

Independent Advocacy Service (Rhondda Cynon Taf)

Our advocates provided a voice for older people by listening to their views and concerns, helping people explore their options and rights, and by providing people with information to make a more informed decision.

During the reporting period our Advocates supported **179** clients with most referrals made by the MASH (safeguarding) team relating to financial abuse. Referrals of this nature became more prominent after the lockdown restrictions and people were able to be supported in their own homes again. We also received an increase in referrals due to care homes changing their criteria and not being able to support people who may need nursing care. Our advocates provided support to help residents find new homes that suited their needs.

The Advocacy contract was retendered for 2023/24 and the decision was taken not to bid for the contract. This was due to the contract value being insufficient to deliver on a full cost recovery basis and a significant change in access criteria which included working with anyone aged 18+ and younger people leaving care. The charity did not feel it had the experience to work with that client group.

Case study

Mrs J lived with her son following the death of her husband. Mrs J's son was her main carer until Mrs J asked to go into residential care because she felt that she was declining in health and was thinking about her son having more life. She was supported by the charity and her son continued to visit daily.

Issues emerged with her care home fees and payments not being made by her son. Our advocates were asked to support Mrs J and it became apparent that her son was withdrawing all her money out of her bank account and therefore the care home fees were not being paid. Mrs J's son had not visited his mother for a few days and so we informed Social Services about our concerns. We were asked to carry out a welfare check with the police at the son's home and found that Mrs J's son had passed away.

Our advocates informed Mrs J that her son had sadly passed away. Mrs J disclosed that there was around £50,000 in her house and described where it could be found. A home visit was planned with the social worker and the money located and banked.

The money was used to settle the arrears on the care home fees and meet future payments, therefore putting Mrs J at ease that she was not at risk of losing her home.

4. ACHIEVEMENTS AND PERFORMANCE - continued

COMMUNITY OUTREACH

Activities Co-ordination (Residential and Day Care Settings)

We provided a team of Activity Co-ordinators across Rhondda Cynon Taf and Merthyr Tydfil to work alongside Local Authority staff in day centres. During the period, we deployed teams of Support Workers to the dementia units of Cwmni Da, Ysbyty George Thomas and Tonteg Day Unit. Working alongside council care staff, our workers provide meaningful, therapeutic activities to people living with dementia that ensures they are kept as physically and mentally active as possible. Sadly, these services were decommissioned by RCTCBC and Cwm Taf Morgannwg University Health Board in March 2023 and will not, therefore continue into 2024.

We also provide this service in two Residential homes in Merthyr which is funded by Merthyr Tydfil County Borough Council until 2025. We support individuals with and without dementia. Our workers ensure the residents have the opportunity to maintain or learn new skills, hobbies and interests. We supported over 150 people per week in all five day centres 22-23.



Case Study from Zoe, Activities Co-ordinator at Ty Bargoed Care Home, Merthyr Tydfil

“We had a lady that was really struggling coming into a care home setting and would sit in her room all day watching the television. I would go into her room every morning to pay her a visit and she would confide in me that she was feeling lonely and nervous about having to mix with people she didn't know. We have a tea-room in the home so I took her and a few ladies down there in a small group. I introduced them and asked them questions about their families, their jobs and their interests before they came into the home. Gradually the lady started coming out of her room by herself and now participates in activities that are of interest to her. Her daughter said, “It is lovely when I come to see my mum, she is so much happier and joining in having company with the other residents.”

Joint Working with Social Care Teams

Based within Rhondda Cynon Taf Council Social Services, our small team of outreach workers provide practical and emotional support to people aged 50+ who have a diagnosis of dementia or other functional mental health condition. Our support enables them to remain living independently in their own home for as long as possible. Our support staff encourage and support people to build confidence and motivation to maintain their independence and sense of achievement.

4. ACHIEVEMENTS AND PERFORMANCE - continued

We had 26 new referrals in the 2023 financial year. This number is lower than previous years due to the long-term absence of workers at various points during the year.

Case study from Gail Dean, RCTCBC Social Worker

“Shelley Brooks (ACM Support Worker) has been working with one of my ladies JM who has been struggling with her personal circumstances. Her family are no longer in contact with her, and she could not have achieved the following outcomes without the help and support of Shelley:

- Got a copy of birth certificate.
- Took to bank appointment and successfully opened a bank account in J's name.
- Contacted DWP to change bank details.
- Identified potential safeguarding (fraud).
- Successfully had benefits paid into J's bank.
- Supported J to bank and check money had gone in, supported J to withdraw money.
- Supported J with any correspondence received via mail.
- Reassuring J throughout the whole process.

Shelley has been such a support for J, she has helped this lady in ways that may not be reflected in the tasks completed. J was so thrilled to be able to ask the hairdresser to give her a perm. A very small thing to most people but J has been dependent on the generosity of staff for any personal spending. Shelley has given J her financial independence and this is literally something you cannot put a price on. I would appreciate it if you could pass on to Shelley my thanks for the help and support she has provided.”

Hospital Discharge Support Service

The service provides short term support for older people following a stay in hospital. The support can include emotional support, benefit checks to maximise income, signposting to other organisations, accompanying them outdoors to regain, retain their confidence and independence which all helps to reduce loneliness and isolation and reduces the risk of admission to hospital.

Since our Hospital to Home service was decommissioned by CTMUHB in 2022, we have seen a decline in referrals for our discharge support service. The Hospital to Home Service provided a 'door to door' service by ACM teams based at Prince Charles Hospital, Princess of Wales Hospital and Royal Glamorgan Hospital. Our teams worked closely with ward staff to prepare patients for discharge and to ensure they got the help they needed to return home safely and get the support they needed in the crucial weeks after discharge, when confidence and independence can be affected.

Out of sight is out of mind and with high turnover of staff on hospital wards, it is a real challenge ensuring that those involved in the discharge of older people know that post-discharge support exists without our staff and branding being visible in hospital wards and corridors.

Referrals to the service since the hospital-based team were withdrawn, have plummeted and this can only be bad news for older people waiting to leave hospital or those who have been discharged without a referral being made:

Referrals in 2021/22 – 1,561
Hours of Support in 2021/22 – 3,901
Visits Made in 2021/22 – 3,018

Referrals in 2022/23 – 247
Hours of Support in 2022/23 – 1,504
Visits Made in 2022/23 – 1,002

We continue to promote the service as far and wide as possible. Promotional activity throughout the year included:

4. ACHIEVEMENTS AND PERFORMANCE - continued

- Tabletop events at POW, RGH & PCH.
- Networking events - Carers Rights day, In this together workshops, Good Things foundation.
- Meetings and visits with Aging Well, Engagement Groups, Taff Ely Neighbourhood Network, MDT POW, CTM RPB meetings and various forums.
- Visits to OT & SWAH teams at each hospital.
- Visits with the COPD team at POW.
- Emails to all connections – informing of our services.
- Staff Support in visiting hospitals & wards as well as GP's information boards., giving out leaflet packs.
- Working with NHS referral pathways and social services.

Case Study - Margaret and Fred

We were recently contacted by Margaret who wanted to thank Andrea (Support Worker) for the support she had provided to her husband Fred. We are grateful to Margaret for sharing her experience with us. She said, "I am delighted to have been given the opportunity to review the services which have been provided to me by Age Connect Morgannwg. I cannot thank ACM enough for the support made available to me since my husband came out of hospital in March.

The effect on my husband's mental health, as a result of a hospital stay, was worsening dramatically by the day. Social Services were trying to organise some support for myself at home which had been a condition of his release from hospital.

I was fearing that Fred would never return to the home environment, and I feel that this may well have been the outcome had ACM not been approached by the Rehab Sister and agreed to provide some interim support to bridge the gap until Social Services were able to put a plan in place.

I have to admit to having been extremely apprehensive at the prospect of having a person in my home to sit with Fred, so I could have a break, but immediately I met Andrea I felt relaxed, as did Fred. She is a real star and a true asset to your organisation. I admit that I stayed very local on the first occasion she sat with Fred, but I truly had no need to as she just slotted in as if she had known us both for years. She understood Fred's dementia diagnosis and knew immediately how and when to communicate with him. She was even willing to cope with his continuing insistence that her name was Andreas and that I was incorrect in my pronunciation!

I truly do not know how I would have got through those initial weeks without her helping hand, it is such a bonus to still be able to ask for assistance from time to time, which adds to the support provided by Social Services."

Primary Dementia Care

Our Primary Dementia Care service in the community is aimed at supporting people aged 50+ to re-gain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care. The service provides help, encouragement and support to people who may be struggling to live independently. The ultimate aim is to help older people remain living in their own home for as long as they wish and is possible, by providing one to one support to continue doing the things they enjoy and that keep them healthy and independent. Referrals to the service come from RCTCBC social services, GP's and the charity's Central Support Team (triage).

This service delivered 512 hours of support and included referrals to other agencies, promoting healthy eating, assisting with shopping, and providing practical support.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study - Mr and Mrs D

Mrs D's husband was referred to us via social Services as he had Dementia. His wife was worried about what financial and practical help she could get to support his care. Our support worker applied for attendance allowance which was awarded, and she helped them arrange care at home. Unfortunately, Mr D's health deteriorated so such an extent that he had a hospital bed installed in his home. Mrs D didn't feel she could leave her husband and this had a significant impact on her mental wellbeing and her own feelings of loneliness and isolation. Mrs D reported that every time our Support Worker visited, she was so grateful for someone to chat with as they have no family or friends. Mrs D also had mobility issues so we also helped her to collect prescriptions, paid bills, helped with shopping, as well as providing emotional support for both Mr & Mrs D. Mr D.

Mrs D said, "I don't know what I would of done without you, you are our life line".

Reaching Out Volunteering

During the reporting period, we recruited 38 volunteers, bringing our total Volunteer workforce to 110. Volunteers have continued to support those in need across our area of benefit and the organisation in several different ways. In total, these unpaid heroes gave up **5,333** hours of their own time to help their own community. ACM has worked with the volunteers to ensure their skills, interests and knowledge are made best use of to support clients. This has led to excellent service provision with clients praising the efforts of all volunteers. It is fair to say that this last reporting year it has been difficult to recruit and retain volunteers. Feedback from volunteers say that after spending so much of their time throughout the covid period volunteering, they now feel that it's time to focus on themselves and their family. We have spoken to other service providers, and they are experiencing similar challenges with recruitment and retention of volunteers.

Our befriending scheme has provided **2,656** hours of friendship – made up of **2,547** contacts to **301** people. In addition to these befriending numbers, our volunteers also continued their support on the Pen Pal Companion Project and the carer coffee morning. All the services provided by volunteers are aimed at people who are socially isolated, or emotionally lonely, and to support them to maintain a healthy and independent lifestyle. The Projects have gone from strength to strength developing new strands of services and enhancing existing services.

From speaking with our clients who are supported by volunteers, their main objectives were to get back into their community. The coffee morning in particular has been successful in reengaging older people with their community. Providing transport proved crucial for many people who would not have been able to attend the coffee morning, had we not made transport available. In response to an identified gap in provision, we opened a second coffee morning in Gilfach Goch and again our wonderful volunteers support this on a weekly basis. We collaborated with other organisations to support the coffee morning ensuring that people who attended would have access to other services including British Red Cross, Welcome Friends, Care Collective and the Memory assessment team.

Our volunteer workforce also provided the following support in hours:

- **1,185** face to face volunteer hours supporting clients to achieve small goals to aid their connection with their community.
- **264** volunteer hours supporting people with Dementia in the community.
- **789** volunteer hours supporting clients via telephone befriending.
- **1,301** volunteer hours providing administrative support to the organisation.
- **359** volunteer hours transporting the most vulnerable client to receive their vaccinations.
- **583** volunteer hours for coffee morning sessions.
- **48** volunteer hours on the Pen Pal project.
- **302** volunteer support hours to Cynon Linc events team, Little Linc's and kitchen.
- **54** volunteer hours for ACM events.
- **15** volunteer hours for transport or shopping.
- **47** volunteer hours for companions projects.
- **386** volunteer hours as trustees.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study – Mr B

Client Mr B lives with severe anxiety and low confidence since losing his wife, daughter, and family dog within a year of one other. As a result of his grief and poor mobility, Mr B has become socially isolated and lost all confidence to go back into the community. He has lost connections with friends and fears anyone talking about his family that has passed away just in case he gets upset and unable to cope with his emotions. Mr had said that he just wanted to die and get it over with.

We introduced Mr B to one of our volunteers. The volunteer visited weekly to help gain mutual confidence and get to know Mr B. Weekly visits meant that Mr B felt less isolated and was enjoying the companionship. Our volunteer also encouraged Mr B to regain an interest in his garden, which he previously took great pride in. Our volunteer also provided information on bereavement counselling services.

Within a few weeks of being supported by our volunteer Mr B felt confident to go out with the volunteer for a drive. After a few more weeks Mr B gave the volunteer permission to contact his friends and explain to them that Mr B would like to reconnect with them, if they didn't mention his bereavements. The volunteer took Mr B to meet his friends. They spent a wonderful few hours talking about old times, even making plans to meet again in a few weeks. The volunteer took Mr B to the garden centre, and this seemed to inspire him further to pick up gardening once again and together with the volunteer they planted flowers and shrubs that Mr B could continue to tend.

As a result of our volunteer sharing information with Mr B about bereavement counselling, Mr B has received free counselling service via Signposted Cymru – one of the services that works out of the charity's community hub, Cynon Linc in Aberdare. Mr B has not talked of suicide since our support started and each week, he has made positive strides towards reducing his isolation and loneliness.

Mr B said that his volunteer has been a wonderful support to him staying in the house with him initially for 4-5 hours, which really made a difference. He said "We got to know one another quickly, he listens and seems to know what I was feeling. I feel so much better after his visits". Mr B is now feeling a much happier individual and has built his relationships with the help of his volunteer.



4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study 2 – Mr S

Mr S was referred to us by Barod. The referral stated “this gent is very lonely and isolated. He has MS which is deteriorating. He is drinking alcohol, but this is not an issue at the moment. He needs befriending and support”.

At an introductory meeting between Mr S and our volunteer, they discussed what Mr S would like to achieve and what the volunteer could do to support Mr S to achieve his objectives.

The volunteer visited weekly to gain confidence and get to know the client. Visiting weekly helped tackle feelings of isolation and the client was enjoying the companionship.

The agreed objectives included getting out of the house more often and to make introductions to groups/classes/social gatherings etc. Mr S wanted to refresh his knowledge of using technology such as his tablet and laptop so he could communicate with his family who lived away. He wanted to apply for a bus pass so he could get out and about. He wanted to research the battery life of his wheelchair and if there was a transportable battery he could use. He wanted to build his confidence to be around people other than or without the volunteer.

The volunteer helped Mr R apply for a bus pass and while they waited for that to be posted the volunteer escorted Mr S to a few groups around his area and introduced him to 4 different groups. Once the bus pass had been received, the volunteer took Mr S out in his electric wheelchair on a bus to the route where the group was taking place and encouraged him to get on the bus. This took an amazing amount of encouragement from the volunteer, but eventually Mr S got on the bus. For the first 4 times the volunteer went with him on the bus.

Together, the volunteer and Mr S researched the make of the wheelchair and identified a portable charger to enable the chair to be charged via a normal 3 pin electric point. This meant that Mr S could charge the battery of his wheelchair wherever he went and this gave him greater freedom and confidence to go out and about.

Mr S is now able to use the bus on his own.

Mr S said about his volunteer, “I have been getting out more because of the help they (the volunteer) gave me. She took me on the bus and applied for my bus pass, I have gained confidence and am now able to get on the bus on my own. I go out most days now and feel much better in myself. I have joined the 50+ forum. I would be stuck in the house unable to get out otherwise. I wouldn't have a bus pass or know how to get on busses. I have the knowledge and confidence to now, get out. I am getting out more which is a great thing”.

Vaxi Taxi

In February 2021, in collaboration with Cwm Taf Morgannwg Health Board and Rhondda Cynon Taf Council, we launched a pioneering “vaxi taxi” scheme, providing transport for those aged 50 and over to get to their vaccination appointments at various vaccination centres. The service to date has helped **1,009** people receive their Covid vaccination since February 2021, none of whom would have been able to make their appointment without Age Connects Morgannwg support. We continued this service up until December 2022, until the booster programme was suspended.

Charitable Activities – Beneficiary Numbers

- We supported **9,027** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (2022: 5,550).
- We helped raise **£1,253,140** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently (2022: £779,484).
- We provided **8,640 hours** of care and support to some of the most vulnerable older people in our communities (2022: 5,448).
- 50% of our HDS referrals came from health sources such as GPs, hospitals, community nurses.

4. ACHIEVEMENTS AND PERFORMANCE - continued

- Referrals from family friends and self-referrals made up 27% (2022: 24%) with the remaining 20% coming from other sources (2022: 36%).
- 21% of the people we supported were under 70, 39% of the people we supported were aged 70+ (2022: 70%), of which 39% were aged 80+ (2022: 43%).
- 58% of clients helped were female (2022: 55%) and 42% male (2022: 45%).

Collaboration

• Age Connects Wales

We continued to work with our Age Connects colleagues across Wales, specifically developing joint comms and awareness raising on issues affecting older people. This included jointly signing the British Institute of Human Rights, Human Rights Day Letter 2022, calling on the Prime Minister to safeguard human rights by standing firm on the UK's Human Rights Act. We worked together through our winter pressure funding, sharing proposals, work plan and claims.

• Community Carer Coffee Morning

Throughout the last reporting year, we have worked alongside many other organisations on a collaborative approach to funding and service provision. The Coffee Morning has been supported by Age Cymru, Memory assessment team, British Red Cross, Cwm Taf Morgannwg MIND, Care Collective and This is Me Dementia Project to provide a one stop shop for support.

• Consultation Responses

We have shared and encouraged older people to take part in public consultations including Rhondda Cynon Taf Councils consultations on community meal services and residential care home changes, and Bridgend Councils consultation on Ageing Well in Bridgend.

• Signposted Cymru

Signposted Cymru is a mental health charity and operates out of Cynon Linc. The charity provides free counselling and therapies for adults, along with activities to promote physical wellbeing.

• Interlink

We work closely with Interlink Health and Wellbeing Team to develop new and promote existing services that support mental, emotional, and physical wellbeing.

• Voluntary Action Merthyr Tydfil (VAMT)

The charity receives funding from VAMT to deliver volunteer-based support at Cynon Linc and in the community.

• Wales Council for Voluntary Action (WCVA)

We work with the WCVA in several different ways. As contributors to dialogue on national policy matters via Ministerial Advisory Groups. We also received Volunteering in Wales funding during the reporting to deliver volunteer led support.

• Llamau

Llamau is a leading homelessness charity that operates from the Cynon Linc building. The charity supports the most vulnerable young people and women and are particularly well known for working with those most at risk.

• Aberystwyth University via the Transport and Health Integrated Research Network

We worked with the team at Aberystwyth University to complete a small piece of research into why older people use Age Connect Morgannwg for transport provision.

• Cwm Taf Morgannwg Mind

We sat on the steering group for the action research project for safeguarding older people from suicide in Cwm Taf Morgannwg.

4. ACHIEVEMENTS AND PERFORMANCE - continued

• **Maendy Place Surgery (NHS Wales)**

A GP's surgery based within the Cynon Linc Community Hub building, offering advice on health problems, physical examinations, referrals to consultants and prescribing medication to its patients from the surrounding areas.

• **Cwm Taf Morgannwg Regional Partnership Board**

We are involved with the RPB's dementia pathway standards workstream which sits under the All-Wales Dementia Care Pathway of Standards that outlines improvements that health and social care organisations need to make before 2025. Our Chief Executive Officer is the National Third Sector Representative on the Board, and a former Chair.

Cynon Linc – A Place for Everyone

In 2019, Cwm Taf Morgannwg Regional Partnership Board approved capital funding of £1.67m to support the redevelopment of a community asset transfer from Rhondda Cynon Taf County Borough Council to Age Connects Morgannwg (ACM). The asset, commonly known as St Mair's Day Centre, had existed since 1966 as a Day Centre for older people. Age Connects Morgannwg had already secured £1.1m of funding from the Big Lottery's Community Asset Transfer Programme (CAT2) to transform the old centre into a vibrant, intergenerational, and integrated community hub which offered a GP Practice, children's day care, a restaurant and coffee shop, an Information Hub, Footcare services and a large hall.



The newly refurbished Cynon Linc opened its doors on 4 October 2021 and was officially opened by Julie James MS on 24 November 2021. The space is fully accessible.

4. ACHIEVEMENTS AND PERFORMANCE - continued



Cynon Linc is currently open Monday to Thursday from 9am to 8pm and Fridays 9am – 5pm with Saturday opening from 9am to 1pm. Activities are held in the main hall with customers visiting the restaurant and coffee shop. The restaurant and coffee shop can seat up to 76 people and offers an array of meals for breakfast and lunch including children's meals and a 12% discount for those over 60 years of age.

Sessions are held from Monday to Saturday in Little Lincs, the Hub's stay and play space for babies and children under the age of 5. The space was originally designed for the children's day-care had to be repurposed after the care provider withdrew from the agreement in 2020. A needs assessment undertaken by RCTCBC on the post pandemic position of childcare provision in the area identified that there was no requirement for a new childcare facility in the area. This assessment was shared with the provider who had intended to lease the space, and on this basis, they withdrew their interest. The space lay dormant from October 2021 to March 2022 at which point a business model was established for a soft play facility called Little Lincs owned and run by ACM which was set up and started trading in March 2022. The area has potential to become a contact centre and support centre for children with additional learning needs (ALN).

During its first full year, the hub welcomed over 69,000 visitors of all ages, abilities, and interests; with over 4,500 attending the Little Lincs stay and play area.

Since opening, 10 new members of staff have been employed at Cynon Linc including:

- Hub General Manager.
- Hub Support Officer.
- Receptionist / Administrative staff member.
- Lead Chef.
- Chef.
- 3 Catering Assistants.
- Little Lincs Play Worker.
- Caretaker.

Maendy Place Surgery are a long-term tenant in the Cynon Linc building with the lease being overseen by Cwm Taf Morgannwg University Health Board. The GP was due to move in during October 2021 but changes to the primary tenant resulted in significant delays in the lease being negotiated. The GP and staff moved into Cynon Linc in August 2022 and approximately 1,900 patients visited the site from Aug 2022 to March 2023.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Two further short-term tenants are also in situ at Cynon Linc. These are Signposted Cymru (a mental health charity) and Llamau (a homelessness charity). Both charities give support to those who are most vulnerable and offer one to one advice and counselling sessions with the community hub.

Throughout the 2022-2023 financial year, the following businesses, groups and organisations hired space at Cynon Linc:

- **NHS:** WISE Programme, Osteoarthritis of the knee clinics, Flu vaccinations.
- **Cwmpas :** Digital Skills courses for the local community.
- **Rhondda Cynon Taff County Borough Council:** Its my Shout, Disability Forum, Neighborhood Network, Youth Engagement, Education Department, Communities for Work, Foster Carers training.
- **Mytilineos:** Job and supplier opportunities.
- **SJ Dance:** Ballet classes and summer holiday dance workshops.
- **Maesyfynon Allotment Committee:** Committee meetings.
- **Morgan Slater:** Volunteer Time Credits.
- **Aberdare Market Committee:** Craft Fayres.
- **Signposted Cymru:** Menopause Peer Support Group & Bereavement Group.
- **Cambrian Trust:** Childrens activities.
- **Parkinson's Society:** Neuro Café.
- **Tydfil Training:** Job club.
- **MS Society:** Art & Natter.
- **New Horizons Mental Health Charity:** Celebration events.
- **Age Cymru:** Events.
- **Valley Steps:** Wellbeing courses.
- **CBS:** Parenting classes.
- **Mums Matter:** Training course and creche for parents.

In August 2023, the charity will be publishing an independent evaluation of the Cynon Linc Project, undertaken by the Welsh Institute of Health and Social Care (WIHSC) at University of South Wales. The evaluators undertook interviews with a range of stakeholders, including users of the Hub.

When asked about the impacts of the hub, and what people value most about the hub, responses were provided as follows:

Would it impact you if the hub wasn't here at all and if so, how?

- *I would be lost because I bring my granddaughter here for special occasions, she loves it here.*
- *There would be nowhere central to take my child or access services.*
- *I would miss the play area and very friendly staff in restaurant. It's a great place to socialise.*
- *It's a vital part of the community in my opinion.*
- *Visiting to meet friends and other people. Lovely food and wonderful, helpful staff.*
- *I should imagine it would impact lonely older people.*
- *I meet friends here, bring my grandson to little Lincs and come for food occasionally though will be doing more regularly now hubby has retired so if it went, I would miss it greatly.*

What do you value most about the community hub?

- *It great for children's activities and play school and activities and it's local.*
- *Staff friendliness and activities.*
- *The activities they do for the elderly and children.*

4. ACHIEVEMENTS AND PERFORMANCE – continued

- *It's a place for old or young.*
- *It's a lovely clean environment with plenty to do.*
- *Friendly staff clean place good food good atmosphere.*
- *I take my baby to play here - I find the kids play settings elsewhere very overwhelming. Here at the hub, it's calmer.*
- *I think the children's resource is brilliant. Very clean, excellent modern facilities. I was also really impressed by the building in general. It's tastefully decorated and the staff I met were very friendly. It felt like a safe place.*
- *The playrooms and cafeteria are amazing.*
- *Services are accessible and staff are friendly and supportive.*
- *Lovely friendly atmosphere and I've met people I haven't seen for years by attending Cynon Linc.*

Simply Nails

Our service continued to be impacted by people still unsure about public venues or meeting spaces in the first half of the year although the service grew gradually throughout the second half of the year.

In this reporting period we were able to stop using waiting lists for appointments and offer people appointments when they needed them. We had 519 new clients this year, making a total of 3,765 people that have used our nail cutting service over the years.

Merthyr Tydfil nail clinic at Keir Hardie had the greatest number of people attend with 453 people. This was followed by Pontypridd clinic on a Thursday were 314 people attended and Wednesday clinic with 300. The clinic in Aberdare at Cynon Linc had 298 people attending appointments. 2,833 nail cutting appointments were undertaken between 1st April 2022 and 31st March 2023 which resulted in an income of £55k. This is a 25% increase on the 2022 income figure of £43k.

We have secured funding from Coalfields regeneration fund and winter pressures to develop a bespoke online booking system this is still in development and should be completed by August 2023. This will enable customers and their families to book appointments directly without the need to phone through to administrators. We are hoping this will result in a minimum of 25% less calls for the Simply Nails service.

We opened a new Nail Clinic at Calon Las in Merthyr Tydfil in September due to demand of service in Keir Hardie.

Case Study – Mrs D

Mrs D lives with advanced dementia at home with care and support from family. For over 3 years, Mrs D would not let people touch her feet and refused to have her nails cut.

Mrs D was referred to our Nail Cutting service by a member of her family, desperately concerned that Mrs D was unable to walk because of the pain her overgrown toenails were causing. Our Nail Technician visited Mrs D at home and talked to her about the pain she was experiencing in her feet. Our Nail Technicians have vast experience of interacting with people with dementia, having worked in residential care settings and in the community for many years as part of our wider service offer. Because of this they know how to reassure the person, using distraction tactics and sensory tools so that the person is focused on something enjoyable and reassuring, whilst they are having their nails tended to. This support is also extended to the family, so they are engaged in the process and part of reassuring the person that they are safe.

Eventually Mrs D allowed the nail technician to touch her feet and then let her start cutting her toenails. The treatment took over an hour to complete.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Before – Mrs D's toenails before treatment



Impact of Overgrown Toenails

Mrs D's toenails were completely growing around her toes and cutting into the bottom of her feet. This was stopping her walking and was very painful for her when she did try to walk. Mrs D was at risk of severe foot infection and falls which would result in a hospital admission and possibly more service input on discharge.

The fact that our nail techs are highly skilled and trained in dealing with people living with Dementia is the reason our support was able to continue where so many other attempts were not successful. We could achieve the goals set by the family and Mrs D who wanted to feel much more comfortable when walking and being a little more independent.

4. ACHIEVEMENTS AND PERFORMANCE – continued

After – Mrs D's toenails after treatment



Impact of our Support

Following treatment of her nails, Mrs D was able to walk without pain and her risk of falls was reduced. Mrs D felt far more confident. During the time our technician was working, she had the opportunity to find out more about Mrs D, what she enjoyed, how she stayed active and crucially, how her family were coping with her care. As a result of this brief but insightful conversation, Mrs D and her family now visit the Friday Coffee Morning at Cynon Linc and she has her toenails tended to at our Cynon Linc clinic. While she's having this done, her family enjoy a coffee in the hub restaurant. Additionally, her family are receiving support from one of our Reaching Out volunteers every week so they can have some time to themselves and in doing this, their quality of life has also improved.

OUR PERFORMANCE IN 2022/23

Charitable Activities

The Charity Services team has seen significant change in the reporting year 2022-2023, with several funding streams being reduced or coming to an end. This has allowed us to refocus and to restructure the team moving in to 2023-24 under the banner of Charity Development.

Services we have lost include the Hospital to Home Service from three general hospital sites and activity support at Day Care settings in RCT. This has led us to reflect on what we could deliver in the future to meet the needs of older people discharged from hospital to ensure they continue to thrive in their own home setting. A review report will be prepared to inform how we move forward with this area of work.

The Information and Advice service has diversified and expanded its' reach, through a new approach to provide information and advice via pop up events throughout the whole of the Cwm Taf Morgannwg area. We have also closed our full-time office in Pontypridd and developed a programme of surgeries throughout our area of benefit. By providing a variety of methods and locations for older people to engage with, we anticipate that older people who may not have been aware of our services before will be able to benefit.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Sadly, we were unable to tender for the Advocacy service that we have run for the last 15 years, recognising that we would have needed to subsidise the service if we had proceeded. The service ceased on the 31st March 2023.

The growth of services and activities that volunteers now deliver has led to a reframe of how we present our volunteer programme, by focusing on the service/activity and not differentiating services by who delivers them. To ensure the resilience and quality of this new approach we will use 2023-24 to develop a new Volunteer programme and feasibility for expanding this work into Merthyr and Bridgend. Our nail cutting service has been under review to make it more efficient for both the client and for the organisation, with the aim that this becomes one of our net gains in income generation terms to contribute to our social enterprise targets going forward.

With more people being diagnosed with dementia, the increased burden on services has led to a rise in unmet need. As a result, we have increasingly been drawn into developing our activities around dementia support for both the person with living with dementia and their carer's. Our coffee morning project specifically provides a safe and welcoming space for older people with dementia and their carer's and our joint working in RCT enhances the work of social workers to provide support at home for those diagnosed with dementia. We bring an added benefit through the availability of our other services like Information and Advice, nail cutting and our community hub Cynon Linc, together our close collaboration with several other organisations aims to plug this gap. This is an area of work that we will explore in 2023-24.

We continued to have good relationships with commissioners in local authorities and the health board in our area of benefit, responding where our vision and mission allowed to deliver services and activities identified as being needed by older people in those localities.

We recognise that our work needs to be driven by all older people in our area of benefit. We have secured funding from the UK Government's Levelling Up Programme, via the Shared Prosperity Fund, to deliver a programme of co-production called EngAGE. Through a new EngAGE Community Connector, we will have increased resource through 2023-2025 to gather much needed data/feedback to inform the design and delivery of our services in response to what older people tell us they need/want.

We also look forward to securing funding to deliver the remaining two strands of our Leaving No-one Behind Programme – Connect and Sustain, throughout 2023.

Marketing and Communications

The activities undertaken by the marketing team in 22-23 have followed five key themes:

- Build awareness of our parent and sub-brands through increased exposure.
- Audience development and increased engagement through digital channels.
- Implementation of new digital tools to deliver an enhanced user experience.
- Project level support for all departments and initiatives.
- Support income generation targets through commercial and fundraising targets.

(a) Brand Awareness

Formal brand guidelines have been developed for both the ACM and Cynon Link brands. This has helped to increase awareness of correct use internally and is also a useful guide for external partners using our branding.

During 2022-23 three new sub-brands have been added to our brand family. The first was for our Companions project and was created by a volunteer and then processed to a high-resolution suitable for printing. It is used to promote a pen pal project on our website and social graphics.

4. ACHIEVEMENTS AND PERFORMANCE – continued

A new logo and colour palette was also developed for our new Info Street project which is a popup information service. We travel to venues across Bridgend, Merthyr Tydfil, and Rhonda Cynon Taf to run information sessions for the over 50's. This service allows us to reach as many people as possible, providing advice where it's needed most. The logo has been used extensively across print, social and website.

Finally, a Hyb sub-brand was created for the new Pay it Forward scheme, it was produced to a large format and sits on a dedicated board in the restaurant. With these additions the Age Connects Morgannwg brand family is as follows:



The principles of repetition and consistency has used to generate increased awareness of our brands. We use them on a literature, websites and social media posts, always accompanied by relevant colours and messaging, this is so that each project strand can be clearly identified.

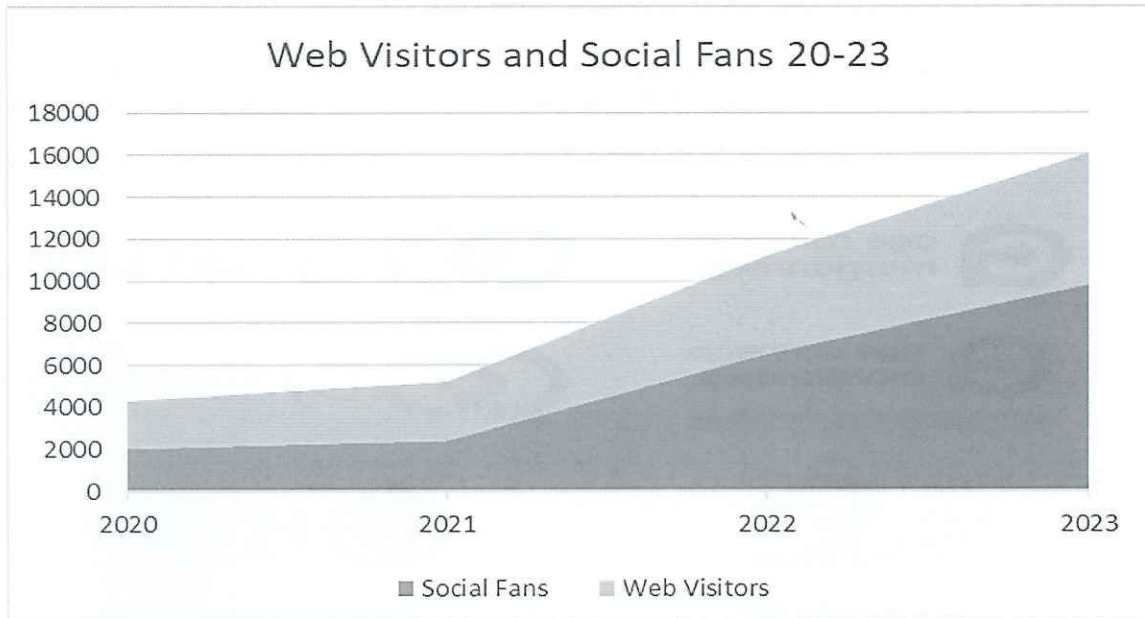
(b) Audience Development

Increasing our audience size was a key priority throughout 2022-23. Having a large, relevant audience on our social channels mean that we can effectively promote our services to increase footfall and income for Cynon Linc and participation in ACM services.

The first task was to grow followers, we started in June 2022 with 6,978 fans and a year later had delivered a 41% increase to stand at 9,786. Most of this growth was seen on the Cynon Linc Facebook and Instagram pages as well as the ACM Facebook pages. With a growing audience we have sought to increase the reach of our posts by increasing engagement (likes and shares) on our posts. This metric is tracked in terms of impressions (posts appearing on feeds). During the previous year we had a maximum reach of 82,356 impressions, which increased to a peak of 176,450 during 2022-23. These impressions give ACM and Cynon Linc a strong platform to promote services and activities.

4. ACHIEVEMENTS AND PERFORMANCE – continued

The success of our social media strategy had directly contributed to increased traffic on our two websites, and average monthly traffic now stands at 5,239, up from 4,372 in 2021-22.



With the audience and reach growing substantially, we have been tracking outcomes to understand the benefits to ACM of our social presence. A key metric here is the numbers visiting our websites because of social media activity. For the ACM website, this has risen from 34% to 41% over the past 12 months, demonstrating that our posts are stimulating action. The traffic % arriving at the Cynon Linc site from social activity has been even higher at 53%. Campaigns regarding ticket sales and job vacancies are particularly effective for stimulating audience traction.

Another measure we track is audience demographics so we can tailor our messaging and ensure relevance. Our Cynon Linc Facebook demographic is particularly striking. 65% of our followers come from Aberdare itself, increasing to 91% when you factor in the surrounding area. 89% of our followers are female, with 67% between 25 and 54 years old. This gives us a very particular audience to target through messaging.

At ACM our Facebook audience is split more evenly around our areas of benefit, Pontypridd 24%, Aberdare 20%, Merthyr, 17% and Bridgend 16%. The audience is 79% female.

All social pages have also proved a popular place for customers to interact with us, through Cynon Linc and ACM we have had 623 conversations in the last year. Our Google Business Pages also perform well delivering 100's of calls and visits every month.

(c) Digital Transformation

During 2022-23 a brief was written for a CRM replacement for Age Connects Morgannwg and initial quotes secured. This information was used to support a BID for SPF2 funding which was unsuccessful. The CTM project is currently on hold pending other suitable funding opportunities. Also pending funding are plans to develop a virtual Information & Advice hub and new organisation ide stock control and booking system.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Despite being unable to proceed with these major projects, several improvements were made to our digital assets, all with the objective of improving user experience and delivering efficiencies. The main project undertaken has been a booking system for Simply Nails.

The advanced system features a client login area and customised backend area for the admin team. The system will allow clients to choose, book and pay for appointment online in any of our clinics or for a home appointment. Clients can also buy multiple credits which can be applied at a time that suits them. The system will provide significant benefits for our technicians who can check appointments in real time on their phones, and for the admin team who can easily run reports an upload technician availability. The system is now complete with training of staff due to be complete in August 23.

A new booking system has also been rolled out for Cynon Linc events which adds to the limited capacity we have from our existing ACM web shop. During the last year, 94% of our event tickets have been bought using digital channels.

We have also sought to maximise customer reviews, particularly for Cynon Linc. 'Social Proof' is an important part of modern marketing, and we utilise our digital review platforms and QR codes to drive traffic to our Google review and TripAdvisor pages. To date we have 62 reviews giving an average score of 4.6/5, a strong rating.

(d) Project Level Support

Aside from our key strategic themes we have endeavoured to provide support for colleagues across all service areas. For ACM this has included new social designs, printed materials and web content for fundraising campaigns, coffee mornings, commercial activities.

We have also supported surveys and staff engagement projects and produced video content and presentations for meetings and reports. PR also been a focus, resulting in several appearances for ACM on BBC Wales news.



4. ACHIEVEMENTS AND PERFORMANCE – continued

At Cynon Linc we provide daily support to generate footfall and income. This includes design and social media campaigns to attract event audiences, food promotions to attract audience to the Hyb, and campaigns to support tenants and 3rd party bookers.



Closer working with the other Age Connects Wales regions was another priority and ACM led on a major project to deliver the inaugural Older Person's Awards Wales. In other work Marketing and Communications have provided proposal documents for a refreshed financial services business, which will be considered in 2022-23.

During 2022-23 ACM marketing have also taken on responsibility for social media posting for Age Connects Wales. Working within our existing staff resource we aim to post 5 times a week on Twitter and Facebook.

We have also sought to reduce the cost of our marketing activities by bringing more of the design work inhouse. This figures currently stands at approximately 75% of jobs, compared to 40% in the previous year. The success of our online activities has also allowed us to reduce print by 65%.

(e) Income Generation & Fundraising

During 2022-23 the Marketing Department took a more active role in fundraising activities. Underpinning this was the roll out of a new fundraising platform called Supported Giving. This allows us to easily set up new campaigns, create donation page, issue QR codes and track individual donations. The system is proving useful and has been used on the campaigns mentioned below.

Nineteen fundraisers took on the 10YFan challenge to raise funds for ACM, we supported them with campaign materials and donations. We also provided similar support to two individuals taking on a running challenge in the local areas. To date these have raised more than £5,250.

We also used Supported Giving to set up an ongoing Coffee Morning campaign page and a general Support ACM campaign, which have generated £1,787 to date.

Support for income generation has also been a priority in 2022-23. In addition to the Cynon Linc activity mentioned earlier, new brands were created for Simply Life and Simply Financial and commission agreements negotiated with two partners. We are currently considering how to resource a Business Development Manager position to capitalise on the opportunities and grow a financial services business.

Payment gateways and marketing materials were also provided to support income generation projects at ACM. This included a paid for shopping service, transportation offering and the Simply Nails booking system which was developed in conjunction with a temporary Aging Well Manger.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Working for Change

During the reporting year, the charity recruited a new role dedicated to focusing on Public Affairs, Policy, Partnerships and Research. The role was recruited and filled in October 2022. In its simplest essence the new role was created to support the senior leadership team to deliver our strategic objective of using our influence to be a champion for older people.

Age Connects Morgannwg has long worked with partner organisations to bring about change to better the lives of older people across our footprint. Close relationships have continued, and new relationships developed, with supportive elected officials who have helped keep the welfare of older people at the forefront of decision making. We have been able contribute to responses on behalf of Members of the Senedd to the debate on the Health and Social Care Committee report - Hospital discharge and its impact on patient flow through hospitals.

We also offered for politicians across all levels of Government to meet with our CEO as well as to shadow frontline staff and volunteers, to better understand the support we can provide to their constituents. In total 14 politicians took us up on the offer in the early part of 2023, and feedback included: "You obviously fill a much-needed gap in people's care that is not available from any other provider. Having been out with an Age Connect worker on home visits recently I have seen the help you give to older people."

In the latter part of 2022, we were successful in receiving a small grant from Aberystwyth University (via The Transport and Health Integrated Research Network) to complete some research into transport, and why people use us to support them with their transport needs. The small-scale research has been published and key themes and recommendations have been shared with public sector bodies, and private transport organisations, in the hope change can be achieved to meet the transport needs of older people in our area. We have also since met with the Deputy Minister who has responsibility for transport within the Welsh Government (July 2023) and work will continue in the next reporting period on the actions agreed such as a data gathering exercise for Do Not Attend (DNA) appointments within health due to transport, in the hope we can evidence cost savings across Ministerial responsibilities.

We have also focused on our strategic priority of "We will listen to older people and use what they tell us to inform our work". In the latter two quarters of 2022-2023 we completed the following surveys:

Media Representation

We surveyed older people on how they feel they are represented in the media. Overwhelmingly older people told us:

- They are annoyed and saddened by the current representation of older people.
- They feel they're represented as worthless, weak, vulnerable and a burden. Sadly, they also feel they are often blamed for problems in the NHS (as an example).
- They also feel they are underrepresented in the media - so often marketing companies use younger people to advertise products etc.
- They want this to change to have better role models and to be more accurately and positively represented.

Following this, our CEO was also invited to do an interview with a Public Relations firm in their Cardiff head office. Clients of the firm include Admiral, Cambridge University and Principality so hopefully once published it will be good for brand awareness. We will also use these findings to support an upcoming funding bid we intend to put into the Shared Prosperity Fund to support an engagement programme.

Cost-of-Living

In early October we launched a survey into the cost-of-living crisis for those living in the geographical area that the charity operates. Older people told us their biggest worries were:

- Being unable to pay for their bills (heating home/cost of food/mortgage or rent payments) and the impact of this such as losing their homes.
- Being cold and the impact this has on their, or family members, health.
- A lot of people stated they worry about other family members. This was mostly answered by those over 50 worrying about their younger family members with young children.

4. ACHIEVEMENTS AND PERFORMANCE – continued

The purpose of the survey was to collect the lived experience of the cost-of-living crisis, for us to adapt our service provision (where funding allows) to meet the needs of those we support, as well as giving us the qualitative evidence needed to put forward new funding bids, for new services. Lastly, the survey responses would be used in conversations with decision makers who can ultimately make the changes as we know lived experience is often the best catalyst for change.

Additionally, we attended the Older People's Commissioner's (OPC) pension credit summit & took part in their pension credit campaign by committing to the following pledge:

To ask every older person that Age Connects Morgannwg supports:

- *If they receive pension credit*
- *If they would like to apply*

And then support them with their application.

Lastly, throughout the 6 months that the post holder has been in post, we encouraged older people to respond to the following consultations:

- Rhondda Cynon Taf – Community Meals Services.
- Bridgend - Ageing Well in Bridgend.
- Rhondda Cynon Taf – Residential Care Homes.

All the above consultations were about individual choice, need and want, so we felt it inappropriate to give an organisation submission on all older people as there is not one common voice. As an example, for the RCT care home consultation, we have heard some difficult stories how it will affect current residents, but younger older people we also represent have told us they want fit for purpose care homes, if needed, when they are older.

We also responded to the WCVA's collective response on the Welsh Government draft Budget 2023-24. For the first time, the consultation included a direct question about support for the voluntary sector.

Business Support Services

Workforce Development

Work continued to attract, recruit, and develop a workforce fit to deliver on the charity's strategy. This has been achieved through strategy reviews and by promoting and adopting a culture of personal and professional development which reflects our values of We Listen, We Learn, We Care.

Recruitment

Like many employers, ACM struggled to attract and recruit into new roles throughout the reporting period. This is due to a highly competitive, employee led jobs market and over 1million people taking themselves out of the jobs market during the pandemic. Whilst the charity is an accredited Real Living Wage Employer, salaries for management and specialist roles are on average 15% higher than ACM can pay. In June 2022 we lost our Head of Enterprise to a national charity paying a significantly higher salary.

The fact that our income from grant sources has been stagnant (reducing in real terms annually) is the most significant risk we face as a going concern. With budget outturns recording deficits in the tens of thousands and budget projects for the year ahead also projecting budget deficits, serious and urgent questions need to be asked about how much longer the charity can continue delivering services that are subsidised by the charity's ever decreasing reserves.

Remuneration and Job Evaluation

ACM aims to continue being a Real Living Wage Employer, whilst navigating the limits posed by existing funding. As it aims to attract and retain talent, it will continue to develop a job and role structure to benchmark against the Third Sector and Public Sector. It is important to have a fair pay structure which aligns with the roles and responsibilities which it delivers.

4. ACHIEVEMENTS AND PERFORMANCE – continued

In May 2022, the Board agreed to increase the CEO and senior leadership team salaries by 11% from July 2022. Work will continue in 2022/23 and beyond to ensure sufficient income is generated to support this extra cost.

Staff Engagement

We have continued to improve staff engagement through social and work activities – implementing co-production ethics and tools into our work for the development of policies and procedures, as well as organisational strategies. ACM aims to promote champions within the organisation on several topics which matter to the staff, such as environmental and ecological issues, social events, mental health, and well-being.

Equality and Diversity

We have continued to recruit staff, trustees and volunteers who reflect the diversity of the society we live in and deliver services to. We have developed policies and work practices that address the menopause, gender identity, domestic violence, and other initiatives such as dog friendly office policies, which have proven to enhance staff well-being in the workplace, whilst also being inclusive of childless staff.

We aim to promote the Welsh Language and improve the number staff who have no knowledge of the Welsh Language by at least 5%, as part of the Well-being of Future Generations Act goal: *A Wales of vibrant culture and thriving Welsh language.*

Digital Transformation

The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources. The charity has achieved its ambitions for digital transformation in the following areas:

- Sharepoint – moving on a Cloud platform to promote agile working and saving on cost of a physical server.
- HR Software - that streamlines HR functions whilst promoting staff engagement and independence on matters of training, performance, annual leave and access to their data and information.
- Digital Collaboration – the ability for different teams to collaborate and share information, reducing the use of emails.
- Digital Equipment – the use of tablets for outreach workers.
- Digital Shopping – for fundraising and trading solutions at a click.
- Digital inclusion – continued work with organisation such as Digital Communities Wales which supports the work of ACM in bringing our users on the journey with us and not to be left behind in a fast technologically changing environment.
- Digital solutions – finance, procurement, and other business support processes which provide a swift and efficient service and experience, whilst maximising public funds.
- The use of QR codes to allow people to donate money to the charity using their smartphone.

Governance

The Board is active in keeping in touch with governance issues, good practice and news via channels and literature such as the Charity Commission newsletter, Charity Times, Governance and Leadership It has reviewed its skills and training needs and will be planning and attending training and recruiting accordingly.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Having achieved Trusted Charity Level 1, it aims to benchmark its performance against the Charity Governance Code which recommends good practice principles of:

- Organisational purpose - The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
- Leadership - Every charity is led by an effective board that provides strategic leadership in line with the charity's aims and values.
- Integrity - The board acts with integrity, adopting values and creating a culture which help achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- Decision-making, risk, and control - The board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.
- Board effectiveness - The board works as an effective team, using the appropriate balance of skills, experience, backgrounds, and knowledge to make informed decisions.
- Equality, diversity, and inclusion - The board's approach to diversity supports its effectiveness, leadership, and decision-making.
- Openness and accountability - The board leads the organisation in being transparent and accountable. The charity is open in its work, unless there is good reason for it not to be.

The Workforce

We are incredibly proud of the people who work for Age Connects, whether in paid employment or as volunteers. All our workers are committed to developing themselves personally and professionally by undertaking vocational qualifications that will give them confidence and improve the quality of the service they provide.

During the year the Charity employed an average of 21 Full time and 34 Part time staff. We believe that our people are our most important resource, and we demonstrate our commitment to them people by ensuring they are given every opportunity to reach their full potential. We ensure all workers undergo a thorough and meaningful induction that sets them up with the information and tools necessary to become a valued member of the workforce.

Our mandatory training programme for all new starters who will be working directly with older people ensures we comply with legislative requirements.

The value and role of volunteers in supporting our work should not be underestimated. During the year we deployed over 100 volunteers to work across the organisation in a variety of roles from befriending, administration support staff and fundraisers.

Equality and Diversity

We do not discriminate against people on the grounds of

- Age.
- Gender reassignment.
- Being married or in a civil partnership.
- Being pregnant or on maternity leave.
- Disability.
- Race including colour, nationality, ethnic or national origin.
- Religion or belief.
- Sex.
- Sexual orientation.

We endeavour to provide an accessible service to our workers, our service users, and our partners. We strive to meet the need of people with sensory impairment and people for whom English is a second language. We can also provide communication using British Sign Language and in Welsh.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Living Wage

We are proud to have achieved and maintained the Living Wage Accreditation. Being a Living Wage Employer is voluntary and the charity believes that everyone deserves to earn a wage which meets living costs. Regardless of age, we pay all our employees, casual workers, and contractors a living wage and this has benefited 80% of our workforce.

Staff Retention

Significant challenges we have faced with staff retention include the loss or reduction of funding for several services resulting in the voluntary redundancy of 9 members of staff and a reduction in hours for a further 5 workers in March, April, and May 2022, with 3 further voluntary redundancies in April and May 2023.

We appointed a new Head of Charity Services in March 2022, but they left in May 2023, and we are currently recruiting for a replacement. The Financial Accountant resigned in May 2022 and was replaced by a Head of Finance and Resources in July 2022.

The Head of Enterprise left in June 2022 and has not been replaced. The last six months of the reporting year brought unprecedented pressure to bear on the organisation due to increased difficulties in recruitment. The continued high performance of the charity during this difficult time should not be undervalued.

Agile Working and Digital Support

Since the pandemic staff who can work from home, are empowered to do so through the provision of equipment, server access, IT solutions, as well as induction to using online collaborative platforms, such as Teams and Zoom. New and innovative solutions have been adopted to respond to our telephony requirement and allow our staff to work from home whilst delivering information and advice services by phone. Those working from home were provided with a Self-Display Screen Assessment as well as HSE guidance on home working.

Quality Assurance Management

Age Connects Morgannwg is constantly looking to improve and enhance our service quality. Through effective use of service-user feedback, all services are regularly evaluated, and information collated is utilised to improve and inform service delivery models.

Quality is about trying to do better: better in both the services the organisation offers and in the way the organisation runs. Age Connects Morgannwg invests in quality to:

- Improve effectiveness and efficiency.
- Improve satisfaction of service-users, staff, and volunteers.
- Develop consistency across sites and services.
- Checking and prevention of potential risks and issues.
- Set improvement targets and priorities and monitor progress against them.
- Comparison with other organisations, leading to improvements.
- Demonstrate quality of service to funders.

Advice Quality Standard

Age Connects Morgannwg successfully re-attained the AQS standard for a further 2 years in December 2022. Our retention of this standard will continue to illustrate that the organisation facilitates a positive culture of involvement and consultation, strong team working and loyalty to the organisation. We have a comprehensive referral and signposting procedure. There is a very strong commitment to meeting service users' needs through effective quality procedures and a committed and professional workforce.

5. PLANS FOR FUTURE PERIODS

Our key long-term strategic objectives are:

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure that we are in a position to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries.
- Provide a quality assured, age related suite of products for commercial sale to older people.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

To achieve these objectives:

- **We will listen to older people and use what they tell us to inform our work.** We will secure sufficient funding to develop our Reaching Out Programme to include a robust engagement and participation plan that will influence not just the way we work but will strengthen their voice with policy makers. We will seek to work with younger older people and new generations of older people by embracing the digital age, new technology and new solutions to support the development of age-friendly communities. We will use Cynon Linc as a hub for learning more about the aspirations and challenges of today's older people and how the generations can work together to achieve lasting improvement.
- **We will use our influence to be a champion for older people.** We will continue our engagement with Local Health Boards, Local Government and Regional Partnership Boards, so that we are fully engaged in the integration agenda, Social Services and Well-being Act, prudent health care, Future Generations Act, and A Healthier Wales; making a compelling case for funding to deliver ancillary services that support public bodies in their statutory duties. Through Age Connects Wales, we will continue to make representations to Welsh Government, improving how we use our expertise, research, data, and evaluation to advocate for older people across Wales, strengthen the case for supporting local delivery by local charities and influence better national policy for older people.
- **We will increase and improve our volunteer workforce to create a more sustainable future.** From our engagement with older people, we will identify opportunities for volunteering within the charity that ensure we can meet the needs of older people, offer learning and routes to employment for those wishing to return to work or those seeking first time experience. We will strengthen our volunteer retention and improve recruitment by working with time credit organisations and by being clear about the range of volunteering opportunities within the charity. We will recruit volunteers on a community/neighbourhood level and in response to specific requests for support.
- **We will develop diverse, sustainable income streams to support our work and build our resilience.** We will increase unrestricted income from existing social enterprise at Cynon Linc and via Simply Nails. From our research, we will explore opportunities to meet the needs of older people via trading in products and services such as Wills, Funeral Plans, Financial Planning, Insurance Products, Equity Release. We will develop these in partnership with trusted preferred providers. We will strengthen our community fundraising by harnessing the existing support we receive and building on it. We will continue to develop our links with business through BNI, to attract long term corporate support and become a publicly recognised charity supported by individual donations, legacy giving, increased Trust funding, and corporate support.
- **We will invest resources in the growth and welfare of our people.** Sustainable help and support for older people relies on a strong, skilled workforce that understands the environment in which it works and puts older people at the heart of everything it does. Our commitment to supporting, developing, and nurturing our people is backed up by our investment in improving their wellbeing at work through a range of programmes that focus on mindfulness, talking therapies and coaching. Our paid staff and volunteers work with some of the most vulnerable older people in our communities. It is essential, therefore, that we create a network of support that

5. PLANS FOR FUTURE PERIODS – continued

builds and encourage resilience. We will create a culture of sustainable leadership through learning and improvement.

- **We will work towards becoming an Accredited Net Zero Organisation by 2040.** In March 2021, Senedd Cymru approved a net zero target for 2050. Wales also has interim targets for 2030 and 2040, and a series of 5-year carbon budgets. The initial 2030 target is for a 63% carbon reduction. As a charity we wish to align ourselves with the initial Welsh Government target and reduce our emissions by 63% by 2030, moving to Net Zero by 2040. We will secure support from local and national experts in the development of our Path to Net Zero Plan and where necessary, funding to support its implementation. We will embed a culture of sustainability that is reflected in our behaviour, our activities and our decision making.
- **Collaboration and Co-production at Cynon Linc.** The Cynon Linc Project allows the charity to realise a number of its strategic priorities, particularly in relation to sustainable sources of funding, strengthening the charity's position and profile and creating the space for more social enterprise activity. This opportunity also comes with potential risks, not least the ability to raise sufficient income to meet operating costs but also achieve the levels of profit required for re-investment in future growth.

The charity intends to focus on the following operational plans for the year **2023-24**:

Objective	Success Criteria
We will create opportunities for older people to inform and improve our work.	<ul style="list-style-type: none"> • New developments/initiatives based on our research. • Evidence of change, as a result, of engagement. • Better quality services and support. • We know the impact we have on the lives of older people.
We will use our influence individually, collectively and in partnership to be a champion for older people.	<ul style="list-style-type: none"> • The organisation is acknowledged and sought out as a sector leader/expert advisor/consultative forum on matters concerning older people. • We see changes in policy and practice involving older people. • We will make representations to Welsh Government and other decision-making bodies.
We will increase and invest our volunteer workforce to sustain the work of the charity.	<ul style="list-style-type: none"> • We have a clear plan of the opportunities to volunteer within the charity. • Our core activities are delivered using volunteer support. • Our volunteers are our greatest ambassadors. • We know the impact of volunteering on the charity's future, on the volunteers themselves, and on the people they support. • We retain and grow our volunteer base.
We will develop and grow sustainable income streams to support our work and build our resilience.	<ul style="list-style-type: none"> • We know our market and develop products and services that meet its needs. • Unrestricted and independent income to the charity increases by 100%. • We are funding core activity through unrestricted income. • We operate on a full cost recovery basis.

5. PLANS FOR FUTURE PERIODS – continued

Objective	Success Criteria
We will invest resources in the growth and welfare of our people.	<ul style="list-style-type: none"> • Our staff, volunteers and Trustees feel that their contribution to the charity is valued. • Provide suitable and relevant training. • Staff retention is high. • Staff sickness is low. • Our staff, volunteers and Trustees are our greatest ambassadors.
We will work towards becoming an Accredited Net Zero Organisation by 2040.	<ul style="list-style-type: none"> • We will know our carbon footprint and have a plan to maintain it within acceptable levels. • Staff and volunteers will be involved in all stages of Net Zero process and create a culture of sustainability. • We will publish a carbon reduction strategy which sets departmental reduction targets. <p>We will see a reduction in our carbon footprint by 2030 and to Net Zero by 2040.</p>

Our Charity Development Programme will:

- Develop a plan and identify funding to diversify our information, advice and assistance offer so that it has wider reach, broader scope, and greater impact.
- Extend and expand our engagement work with older people and other stakeholders.
- Develop a Dementia Matters Plan and identify sustainable funding to support its delivery.
- Finalise our Volunteering Strategy and seek funding to support its implementation from a range of grant-making trusts, statutory grant sources and individual donations.
- Introduce a Money Matters service with volunteers trained to enhance our existing service.
- Implement and embed our nail cutting review to provide efficiencies for older people and the organisation.
- explore the potential for SupportPlus to become a sustainable social enterprise. If viable, we will identify and seek funding to support its set up.
- Review the role of support workers in all our services to ensure that the service we provide is relevant and enhanced through integration with all other activities we deliver, putting us in a stronger position to secure funding and meet the needs of older people as they experience them.
- Prepare a business plan to understand whether it is financially viable to bid for advocacy services.
- Explore further the transport needs of older people in our area of benefit.

Our Leaving No-one Behind Programme:

The 'Leaving No One Behind' programme aims to equip Age Connects Morgannwg (ACM) with the opportunity, knowledge, skills, and technology to continue to work with older people today and in future generations to come. Comprising of three strands, EngAGE will cultivate an environment where older people co-produce community projects, become local activists for change and improvement and create long term social connections. Connect will focus on ensuring that older people are taken on the digitalisation journey in a way that they can engage with, identifying barriers and developing solutions. These two strands will feed into Sustain, working towards becoming an accredited Net Zero organisation by 2040 and ensuring that older people are a significant part of this journey.

Bringing people together, whether it be to share knowledge and ideas, to learn or to have a cuppa and a chat, not only improves an individual sense of belonging to a space (Cynon Linc) and place (wider community), but improved self-confidence and self-esteem, all contributing to wellbeing and creating a culture where people can live healthy and independent lives.

Our programme is well placed to contribute to the local 'Wellbeing Economy' and specifically contributing to the two themes of Personal Wellbeing and Community and Democracy. This sense of wellbeing in a place will ensure that people are proud to live, work and play in their community.

5. PLANS FOR FUTURE PERIODS – continued

The programme will deliver the following outcomes:

- Increased community participation in activities at Cynon Linc, including individuals initiating their own innovative ideas.
- New opportunities and a sense of relevance for older people on how they can contribute to the journey to Net Zero.
- Connectivity with a more diverse range of individuals and particularly those with protected characteristics in our work and specifically this programme.
- Reduction in loneliness.

Change at a community level where people look out for each other and work collectively to tackle tough local issues.

6. FINANCIAL REVIEW

A detailed analysis of income and expenditure for 2022-23 has been completed and compared with analysis from previous years. The business plan addresses perceived weaknesses and identifies potential opportunities. Regular monthly reporting procedures ensure that senior managers and Trustees are aware of the actual position in respect of income and expenditure against forecasts. Contingency plans have been established to take corrective action, where necessary.

The Charity will, to a certain extent, always be at risk of cuts to funding and contracts. It is, however, able to react to cuts and that is an important quality for any third sector organisation. The Charity's ability to 'cut its cloth' in the last year speaks for itself.

In August 2019, the charity started to utilise a 'Full Cost Recovery' model for the allocating of its expenditure. This meant that the true cost of each service level agreement was recognised, and the central office expenditure was decreased.

Comparison of 2021-22 with 2022-23

The Statement of Group Financial Activities for the year is set out on page 46. Total incoming resources for the Group decreased from **£2,119,616 to £1,064,211** a decrease of **49.7%**. This decrease largely relates to a fall in capital income received for the Cynon Linc renovation project, which was completed during the prior year, with the building opening on the 4th October 2021. Total resources expended decreased from **£1,409,181 to £1,249,276**, a decrease of 11.3%. Employee costs represent 69% (2022: 71%) of total expenditure, and these have decreased from **£998,595 to £858,191**.

The **subsidiary** company made a loss for the year of £582 for the year (2022: £618) and has shareholders' funds of £2,630 (2022: £3,212).

Investment Policy

Age Concern Morgannwg are currently in the process of reviewing and implementing their investment policy.

Reserves Policies

The Trustees have reviewed the reserves policy and:

- Analysed income and expenditure.
- Assessed past performance.
- Considered forecast based on changes in the social and health care environment.
- Assessed the economics of the Charity's programmes.
- Identified areas of risk.
- Identified exit costs should all the Charity's income streams cease at once.

The Board has designated funds for the following purposes:

- Age Connects Wales Membership.
- Developing of Trading Opportunities.
- Disaster Recovery.
- Digital Improvements.

General Reserve Fund

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure to meet charitable obligations in the future in the development of Charitable Aims.

The review concluded that a General Reserve Fund equivalent to approximately six months of operating costs is desirable. This fund includes funds designated for specific purposes.

6. FINANCIAL REVIEW - continued

The reserves policy recognises the need to hold reserves to ensure funds are available to pursue the primary objects should the income levels fall, and to be able to operate an exit strategy should the Charity have to cease operations. Total reserves are £2,464,371 (2022: £2,649,440) at the balance sheet date. Of this £1,945,009 (2022: £1,951,703) is represented by tangible fixed assets, leaving £519,362 (2022: £697,737) as the free reserves. This amounts to 49% (2022: 33%) of total income.

The free reserves of £519,362 represents 42% (2022: £697,737 and 50%) of the operating cost, or the equivalent of 5 months (approximately) of operating cost. The charity aims to maintain a minimum 6 months of operating costs in free reserves and will endeavour to return to this position in the coming 12 months.

Following a board review, closure costs of the charity have been assessed at £111,265 (2022: £136,881).

It should be noted that within the free reserves, there is a total of £71,650 (2022: £76,599) allocated to designated reserves (detailed in Note 16), as well the closure costs noted above. This leaves an available free reserves figure of £336,447 (2022: £484,297). The decrease during 2023 is largely due to the deficit reported in the period.

As can be seen above, the Charity remains in a challenging position financially, and continues to actively pursue additional funding options, both project related, and contributions towards core running costs, focusing on commercial income streams. To re-iterate this, it should be highlighted that the deficit reported in the current period of £185,065, is in addition to an underlying deficit of £90,622 in the previous period, if the surplus relation to the Construction Construction Project of £801,057 is excluded.

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

Restricted Funds

These funds, amounting to £2,134,989 (2022: £2,271,146) in total, are restricted to the purposes identified in note 16.

Of this restricted reserve figure of £2,134,989, £2,011,288 is in relation to funds connected to the Cynon Linc Construction Project.

Acknowledgements

The Board is keen to acknowledge the support provided by those organisations listed on Page 41.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity has a general **vision** of a society where older people are respected and enabled to meet their aspirations. The **mission** of the Charity is **to improve the quality of life of older people**.

Governing Document & Legal Status

Age Concern Morgannwg (the Charity) is an incorporated association. Company number: 06717361 with charitable status, governed by a Constitution – Registered Charity Number: 1129973. The Charity's operating title is **Age Connects Morgannwg**.

The Charity was constituted in 1977 following registration in 1978 as the Council for the Elderly in Mid Glamorgan. In 1999, a further resolution was passed and approved by the Charity Commission for the name of the Charity to become Age Concern Morgannwg and that its area of benefit changed to reflect the local government reorganisation.

Membership

Membership of the organisation is open to individuals and organisations who apply to the Charity and are approved by the Trustees. Membership is not transferrable and, currently, the only members of the organisations are the Directors of the organisation who also comprise of the Board of Trustees. The Directors have the right to establish classes of membership with different rights and obligations which are recorded in the register of members.

Appointment of Trustees

A regular review of the Boards succession and skills needs are performed to ensure that the Board recruit trustees to meet its skills gaps and support its strategic leadership through a fair, equal and consistent recruitment process.

Applications for potential trustees are sought by press advertisement, through registration with appropriate local networks and associations, and through invitations sent out in member mailings. An individual aged 16 years and older may apply.

Membership of the Board of Trustees consists of the Chair and eight other Trustees elected by members of the Charity as determined by the Charity's Regulations. The Board also has the power to co-opt persons to serve as members of the Board until the next election of Trustees.

Board members become members of the Charity from the time of their election. One-third of the trustees are required to stand down by rotation at each annual general meeting and may seek further reappointment.

Trustee Induction & Training

The Charity has completed its review of the process for recruiting Trustees. Potential Trustees are initially provided with reports and the organisation's strategy, that will enable them to judge whether to pursue an appointment. Application forms are completed prior to an interview with the Chair of the Charity and the Chief Executive Officer. If candidates are regarded as suitable, and wish to pursue an appointment, they are invited to observe a Board or Committee meeting and their application reviewed by the Board. Following satisfactory completion of the recruitment process, the Board will recommend appointment, as a trustee, to the Annual General Meeting.

The ongoing induction process involves meetings with key staff and attendance at training sessions, conferences, trustees and staff away days.

Organisation Governance and Structure

The Board has the overall responsibility for the governance of the Charity. It meets at least six times a year.

The Board delegates' authority to the Charity Executive who leads the Management Team in the day to day management of the Charity, working within the financial framework, procedures and policies set down by the Board. The Chief Executive has delegated authority for human resource planning, employment, service development and finance.

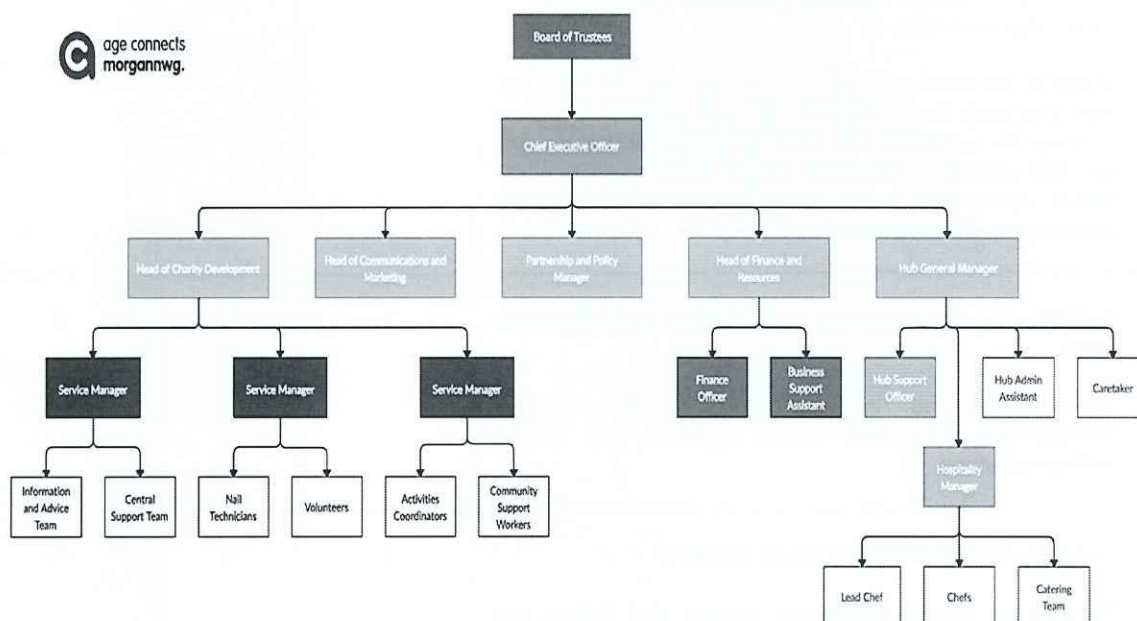
7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The Board also delegates authority to the non-executive directors of its two subsidiaries, Age Concern Morgannwg Trading Limited and Age Concern Morgannwg, a dormant charity (Charity Number: 507495). It receives quarterly reports and meeting minutes of the Age Concern Morgannwg Trading Limited's progression and performance.

The Senior Leadership Team changed during the reporting period. In October 2021, the Head of Charity Services left the organisation and was not replaced until March 2022. In December 2021, the Head of Business Support left the organisation and was replaced by a new role, Head of Finance and Resources, in July 2022. The Head of Enterprise left the organisation in June 2022 and will not be replaced. At the time of writing, the Senior Leadership Team comprises:

- Chief Executive Officer (FT)
- Head of Finance and Resources (PT)
- Head of Charity Services (FT)
- Head of Communications and Marketing (PT)
- Cynon Linc General Manager (FT)

The Senior Leadership Team is supported by a team of five operational Service Managers.



Related Parties

The Charity is an active member of Age Connects Wales (ACW) (Company Number: 8104542). The alliance is made up of independent and autonomous Age Connect organisations, which share common aims and values working together to add value to the work and role of Age Connect in Wales.

Our membership of Age Connects Wales does not impose any influence or requirements on the Charity's internal policy or strategic planning framework, nor does it have any financial implications.

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks to which the Charity is exposed have been reviewed and systems established to mitigate those risks. The Board has identified the following significant risk areas (above score 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The scoring puts greater emphasis on impact and uses the scoring system from the Charity Commission, *Charities and Risk Management (CC26)*.

Risk Rating Impact: 1 - Insignificant; 5 – Catastrophic.

Risk rating Likelihood: 1- Remote; 5 - Highly probable.

Risk and Mitigation	Likelihood (x)	Impact (y)	Score (xy+y)
<p>Changes in the Political Landscape:</p> <p>Political instability and changes can mean we need to develop new relationships with key decision makers, as well as different parties/leaders and individuals having varying priorities.</p>	3	5	20
<p>Discontinuation of funding, contracts and Service Level Agreements:</p> <p>Evidence the need and value of our services. Diversify our offer and apply for funding for our core activities. Continue to strive for excellence and keep up good relationships with our SLA providers. Negotiate longer term contracts which reflect annual cost increases in an attempt to promote sustainability and longer-term planning.</p>	4	3	15
<p>Inability to recruit and/or retain skilled and talented staff:</p> <p>Development and implementation of Work Force Development Plan with annual appraisal and training audit/programme.</p>	4	3	15
<p>Targets not achieved for Core Funding:</p> <p>Develop an income generation strategy that reflects the strategic objectives of the charity.</p>	5	2	12
<p>Data Security:</p> <p>To mitigate the risk of cyber-attacks and data breaches we will update our security strategy, examine password protocols, and review our data hosting arrangements.</p>	5	2	12

8. REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number	06717361
Registered Charity Number	1129973
Principal & Registered Office	Cynon Linc Seymour Street Aberdare CF44 7BD

The Directors and Trustees

The trustees who served on the board of the Charity during the period were as follows:

Lynda Williams (Chair) (appointed Chair 05/12/23)
Lynda Chandler (Vice Chair) (appointed Trustee 28/11/22, Vice Chair 05/12/23)
Christopher Ward (resigned 23/08/23)
Chris Williams (resigned 27/04/23)
Gary Owen (resigned 28/11/22)
Richard Shaw (resigned 28/11/22)
Nicola Jones (resigned 22/08/23)
Kristian Howell (appointed 28/11/22)
Geoffrey Watts (appointed 28/11/22)
Rachel Rowlands (Company Secretary)

Age Concern Morgannwg Trading Limited

The directors of the charity's trading subsidiary who served during the period were as follows:

Antony Worsley (resigned 21/03/23)
Christopher Ward (resigned 23/08/23)
Rachel Rowlands (appointed 23/08/23)

Chief Executive Officer Rachel Rowlands

Senior Management Team

Financial Accountant	Claire Clarke (resigned 20th May 2022)
Head of Finance and Resources	Steve Pearce (appointed 25th July 2022)
Head of Charity Services	Paula Hodge (from 7th March 2022 to 23rd May 2023)
Head of Enterprise	Adele Harries-Nicholas (resigned 17th June 2022)
Head of Communications and Marketing	Jonathan Curtis
Cynon Linc General Manager	Karen Davies
Public Affairs, Partnership and Policy Manager:	Bethan Shoemark-Spear (appointed 1st November 2022)

8. REFERENCE AND ADMINISTRATIVE DETAILS - continued

Auditors	Advantage Accountancy and Advisory Ltd Chartered Certified Accountants and Statutory Auditors Avalon House 5-7 Cathedral Road Cardiff CF11 9HA
Bankers	Barclays 91 Taff Street Pontypridd CF37 4SN Hodge Bank One Central Square Cardiff CF10 1FS (Account Closed August 2022) Handelsbanken Cardiff Branch 2 Callaghan Square Cardiff CF10 5AZ Nationwide Building Society Kings Park Road Moulton Park Northampton NN3 6NW Monmouthshire Building Society John Frost Square Newport NP20 1PX
Solicitors	Hek Jones 14 Cathedral Road Cardiff CF11 9LJ
Pension Scheme Advisors	Not Appointed

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees (who are also the directors of Age Concern Morgannwg Limited for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that period. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charity SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and to enable it to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, the applicable Charities (Accounts and Reports) regulations and the provisions of the trust deed. It is also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant information of which the Charitable Company's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable Charity's auditors are aware of that information.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (effective 1 January 2015) and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The Report of the Trustees was approved by order of the board of trustees, as the company directors, on the ~~05/12/2023~~ and signed on the board's behalf by:



.....
Rachel Rowlands – Chief Executive Officer

Date: 05/12/2023

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2023

Opinion

We have audited the accounts of Age Concern Morgannwg Limited for the year ended 31 March 2023 which comprise of the Group Charitable Company Statement of Financial Activities, the Group and Parent Charitable Company the Balance Sheet, the Group Statement of Cashflows and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the accounts:

- give a true and fair view of the state of the Group's and the parent charitable company's affairs as at 31 March 2023 and of the Group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the accounts section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the accounts in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the trustees, with respect to going concern, are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the accounts and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the accounts does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the accounts, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the accounts or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the accounts or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of the audit;

- The information given in the Trustees' annual report for the financial year is consistent with the financial statements;
- The strategic report and the Directors' report included within the Trustees Report have been prepared in accordance with applicable legal requirements.

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2023

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the trustees and its environment obtained in the course of the audit, we have not identified material misstatements within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibility of Trustees

As explained more fully in the Statement of Trustees' Responsibilities [set out on Page 42], the trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of accounts that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations.
- We obtained understanding of the legal and regulatory frameworks applicable to the company and the sector in which they operate. We determined that the following laws and regulations were most significant: The Companies Act 2006, UK corporate taxation laws, employment legislation and health and safety legislation.
- We obtained an understanding of how the company is complying with the legal and regulatory frameworks by making enquiries with management. We corroborated our inquiries through our review of board minutes and legal correspondence.
- We assessed the susceptibility of the company's financial statements to material misstatements, including how fraud might occur. Audit procedures performed by the engagement team included:
 - making enquiries of management as to where they considered there was a susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
 - identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud;

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2023

- understanding how those charged with governance considered and addressed the potential over-ride of controls or other inappropriate influence over the financial reporting process;
- challenging assumptions and judgements made by management in its significant accounting estimates;
- identifying and testing journal entries, in particular any journal entries posted with unusual account combinations; and
- assessing the extent of compliance with relevant laws and regulations.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.


Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>.

This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance Chapter 3 of Part 16 of the Companies Act 2006 Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Stephen John Bickerton (Senior Statutory Auditor)
For and on behalf of Advantage Accountancy & Advisory Ltd
Chartered Certified Accountants & Statutory Auditors

Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Date: 5/12/23.

Age Concern Morgannwg Limited
Consolidated Statement of Financial Activities
(Incorporating the Consolidated Income and Expenditure Account)
for the year ended 31 March 2023

		Unrestricted Funds	Restricted Funds	Total 2023	Total 2022
Income from:	Note	£	£	£	£
Donations and legacies	2	7,997	-	7,997	7,738
Charitable activities	4	84,408	807,035	891,443	2,025,445
Other trading activities	3	164,011	-	164,011	85,687
Investments	5	760	-	760	746
Total Income		257,176	807,035	1,064,211	2,119,616
Expenditure on:					
Raising funds	6	4,109	-	4,109	2,034
Charitable activities	6	474,005	771,162	1,245,167	1,407,147
Total expenditure		478,114	771,162	1,249,276	1,409,181
Net (expenditure) / income		(220,938)	35,873	(185,065)	710,435
Transfers between funds	16	172,030	(172,030)	-	-
Net movement in funds		(48,908)	(136,157)	(185,065)	710,435
Reconciliation of funds					
Total Funds bought forward	16	378,294	2,271,146	2,649,440	1,939,005
Total funds carried forward	16	329,386	2,134,989	2,464,375	2,649,440

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

There is no corporation tax payable on any activities.

Age Concern Morgannwg Limited
 Comparative Consolidated Statement of Financial Activities
 (Incorporating the Consolidated Income and Expenditure Account)
 for the year ended 31 March 2022

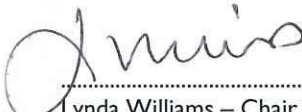
		Unrestricted Funds	Restricted Funds	Total 2022
Income from:	Note	£	£	£
Donations and legacies	2	7,738	-	7,738
Charitable activities	4	96,480	1,928,965	2,025,445
Other trading activities	3	85,687	-	85,687
Investments	5	746	-	746
Total Income		190,651	1,928,965	2,119,616
Expenditure on:				
Raising funds	6	2,034	-	2,034
Charitable activities	6	160,064	1,247,083	1,407,147
Total expenditure		162,098	1,247,083	1,409,181
Net (expenditure) / income		28,553	681,882	710,435
Transfers between funds		-	-	-
Net movement in funds		28,553	681,882	710,435
Reconciliation of funds				
Total Funds bought forward		349,741	1,589,264	1,939,005
Total funds carried forward		378,294	2,271,146	2,649,440

Age Concern Morgannwg Limited
Balance Sheet
for the year ended 31 March 2023
Registered Company Number: 06717361 (England and Wales)

	Notes	2023		2022	
		Group 2023 £	Charity 2023 £	Group 2022 £	Charity 2022 £
Fixed assets					
Tangible assets	11	1,945,009	1,945,009	1,951,703	1,951,703
Investments	12	-	2	-	2
		<u>1,945,009</u>	<u>1,945,011</u>	<u>1,951,703</u>	<u>1,951,705</u>
Current assets					
Current asset investments	13	95,609	95,609	102,875	102,875
Debtors	14	78,950	88,117	264,316	272,983
Cash at bank and in hand		469,336	457,539	452,600	440,719
		<u>643,895</u>	<u>641,265</u>	<u>819,791</u>	<u>816,577</u>
Current liabilities					
Creditors falling due within one year	15	(124,529)	(124,529)	(122,054)	(122,054)
Net current assets		<u>519,366</u>	<u>516,736</u>	<u>697,737</u>	<u>694,523</u>
Provisions for liabilities		-	-	-	-
NET ASSETS		<u>2,464,375</u>	<u>2,461,747</u>	<u>2,649,440</u>	<u>2,646,228</u>
Funds					
Restricted income funds	16	2,134,989	2,134,989	2,271,146	2,271,146
Unrestricted income funds	16	329,386	326,758	378,294	375,082
Total charity funds		<u>2,464,375</u>	<u>2,461,747</u>	<u>2,649,440</u>	<u>2,646,228</u>

The trustees wish to highlight that within the restricted reserves of £2,134,989 (2022: £2,271,146) at the 31st March 2023, £2,011,288 (2022: £2,121,628) relates to the Cynon Linc Construction Project which was completed during the previous financial year, and draw attention to the Financial Review on Pages 35-36.

The financial statements were approved by the Board of Trustees and were signed on its behalf by:



 Lynda Williams – Chair

5/12/23

 Date

The notes form part of these financial statements

Age Concern Morgannwg Limited
Statement of Cash Flows
for the year ended 31 March 2023
Registered Company Number: 06717361 (England and Wales)

	Notes	Group 2023 £	Group 2022 £
Cash Generated used in Operating Activities	A	68,893	577,642
Cash flows from investing activities			
Interest income		760	746
Purchase of tangible fixed assets		(60,183)	(693,389)
Cash provided by investing activities		(59,423)	(692,643)
Increase/(Decrease) in cash and cash equivalents in the year		9,470	(115,001)
Cash and cash equivalents at the beginning of the year		555,475	670,476
Cash and cash equivalents at the end of the year		564,945	555,475

Age Concern Morgannwg Limited
Statement of Cash Flows
for the year ended 31 March 2023
Registered Company Number: 06717361 (England and Wales)

A. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM/(USED IN) OPERATING ACTIVITIES

	2023	2022
	£	£
Net (expenditure) for the reporting period (as per statement of financial activities)	(185,065)	710,435
Adjusted for:		
Depreciation charges (note 7)	66,877	51,923
Interest receivable (note 5)	(760)	(746)
(Increase)/Decrease in debtors	185,366	174,111
Increase/(Decrease) in creditors	2,475	(358,081)
Increase/(Decrease) in provisions for liabilities	-	-
Net cash used in/from Operating Activities	68,893	577,642

B. ANALYSIS OF CASH AND CASH EQUIVALENTS

	2023	2022
	£	£
Short Term Cash Deposits	95,609	102,875
Cash at bank and in hand	469,336	452,600
Total Cash and Cash Equivalents	564,945	555,475

C. ANALYSIS OF CHANGES IN NET DEBT

	At start of year	Cash-flows	At end of year
Cash and cash equivalents	555,475	9,470	564,945
Total Cash and Cash Equivalents	555,475	9,470	564,945

I. ACCOUNTING POLICIES

Basis of preparation

The financial statements of the Charitable Company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention, unless otherwise stated in the accounting policies.

The Charitable Company's functional and presentational currency is the pound sterling (£), and balances are rounded to the nearest £1.

Preparation of the accounts on a going concern basis

The Group reported a cash inflow of £9,470 (2022: outflow of £115,001) for the year and reported a net deficit of £185,065 (2022: net surplus of £710,435). The trustees consider that there is no material uncertainty over the ability for the Group to continue as a going concern following the internal restructuring undertaken during the last two years. There have been and continue to be concerted efforts within the key management team to raise further funding through working with various diverse income streams in the post year-end period.

As a result, the trustees have adopted the going concern basis of accounting.

Basis of consolidation

The group financial statements include the results of the Charitable Company and its wholly owned trading subsidiary, Age Concern Morgannwg Trading Ltd, consolidated on a line-by-line basis.

The consolidated entity is known as the 'Group'.

Accounting policies specific to the Charitable Company or group in total are laid out below, and these have been consistently applied to all years presented, unless otherwise stated.

No separate company Statement of Financial Activities (SOFA) has been prepared for the Charitable Company as permitted by Section 408 of the Companies Act 2006.

Incoming resources

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received, and the amount can be measured reliably. It is derived from the activities outlined below.

The charitable company delivers its services through a range of Service Level Agreements where performance monitoring information is provided to the funders on a quarterly basis. The services provided are often subject to change during the year that reflects the fluctuations in demand or the introduction of new strategies. As a result, the charitable company are expected to adapt by varying overhead allocations to reflect the cost of delivering, administering, monitoring and managing the service. There is an expectation that funders Service Level Agreements will roll on year on year provided that the objectives of the contract are being satisfied.

Donations without conditions are accounted for on a cash received basis. In the event that a donation is subject to conditions that require a level of performance before the Charitable Company is entitled to the funds, the income is deferred and not recognised in full either until those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the Charitable Company and it is probable that those conditions will be fulfilled in the reporting period.

Income derived from the Cynon Linc restaurant is recognised at the point of sale via the till system.

I. ACCOUNTING POLICIES (Continued)

Incoming resources – continued

For legacies, entitlement is taken as the earlier of the date on which either:

- a) The Charitable Company is aware that probate has been granted;
- b) The estate has been finalised and notification has been made by the executor(s) that distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, whole or in part, is only considered probable when the amount can be measured reliably and the Charitable Company has been notified of the executors' intention to make a distribution. Where legacies have been notified to the Charitable Company, or the Charitable Company is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income derived from events is deferred until the criteria for income recognition are met.

Income received in the trading subsidiary represents the total value of commission receivable for the year. This income is recognised when the service to which the commission relates has been performed and entitlement to funds is probable.

Investment income is recognised when receivable and the amount can be measured reliably by the Charitable Company; this is normally upon notification of the interest paid or payable by the bank.

Rental income from operating leases (net of any incentives given to the lessee) is recognised on a straight-line basis over the lease term.

Resources expended

Expenditure is recognised once there is legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following headings:

- Costs of raising funds comprise the costs of charitable fundraising activities
- Expenditure classified as charitable expenditure comprises those costs incurred by the Charitable Company in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support the activities.

Allocation of support and governance costs

Support costs are these functions that assist the work of the Charitable Company but do not directly undertake charitable activities. Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the Charitable Company and its compliance with regulation and good practice. These costs include costs related to statutory audit and legal fees together with an apportionment of overhead and support costs.

The bases on which support costs have been allocated are set out in note 6.

Taxation

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 – 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only. No tax charges have arisen in the Charitable Company.

The non-dormant trading subsidiary does not generally pay UK Corporation Tax because the policy is to pay taxable profits to the Charitable Company as gift aid.

I. ACCOUNTING POLICIES (Continued)

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Long leasehold property improvements	-	Straight Line over Lease Term (Exp Nov-2117)
Assets under construction	-	Not depreciated
Computers and equipment	-	33.33% straight line
Fixtures and fittings	-	20% reducing balance
Motor vehicles	-	25% straight line

Investments in Subsidiaries

Investment in subsidiary entities are held at cost less impairment.

Debtors

Trade debtors and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Current asset investments

Current asset investments includes longer term liquid investments which are held, by the trustees, for investment potential. The accounting policy for interest receivable is described within 'incoming resources' above.

Cash at bank and in hand (cash and cash equivalents)

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charitable Company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Fund accounting

Unrestricted funds are those which are available for use at the discretion of the Board of Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes of the financial statements.

Designated funds are unrestricted funds of the Charitable Company which the trustees have decided at their discretion to set aside to use for a specific purpose.

Operating lease agreements

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pension costs

The Charitable Company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the Charitable Company. The annual contributions payable are charged to the statement of financial activities.

1. ACCOUNTING POLICIES (Continued)

Critical accounting estimates and assumptions

The Charitable Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next year are addressed below:

(a) Useful economic lives of tangible assets

The annual depreciation charge for tangible fixed assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimate, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See note 11 for the carrying amount of each class of asset held, and above for the useful economic lives for each class of assets.

(b) Impairment of debtors

The Charitable Company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment of trade and other debtors, management consider factors including the current credit rating of the debtor, the ageing profile of debtors and historical experience. See note 14 for the net carrying amount of debtors and associated impairment provision.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022
	£	£	£	£
Donations	7,997	-	7,997	7,738
Legacies and bequests	-	-	-	-
	<u>7,997</u>	<u>-</u>	<u>7,997</u>	<u>7,738</u>

3. INCOME FROM TRADING ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022
	£	£	£	£
Fundraising events	11,028	-	11,028	15,333
Rental income received	55,866	-	55,866	36,661
Restaurant income	92,188	-	92,188	33,560
Other Cynon Linc income	4,929	-	4,929	125
	<u>164,011</u>	<u>-</u>	<u>164,011</u>	<u>85,687</u>

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Total 2022 £
<u>Rhondda Cynon Taf CBC</u>				
Core Funding	21,128	-	21,128	21,128
Information and Advice	-	49,623	67,623	67,623
Independent Advocacy	-	40,000	40,000	40,000
Ysbyty George Thomas	-	-	-	21,472
Community & Day Unit Resource Centre	-	138,514	138,514	123,042
Food Support & Friends in Need	-	-	-	198
OPAG Support	-	5,454	5,454	2,046
Ti a Fi Parent & Toddler	-	-	-	8,054
Winter of Wellbeing	-	-	-	13,198
Welsh Church Act Funding	-	44,654	44,654	-
Coffee Morning – Winter Hardship	-	2,500	2,500	-
Little Lincs	-	1,000	1,000	-
Community Grant	-	14,977	14,977	-
	<u>21,128</u>	<u>296,722</u>	<u>317,850</u>	<u>296,761</u>
<u>Cwm Taf Morgannwg HB</u>				
Better @ Home Service	-	199,082	199,082	195,176
Hospital Discharge Service	-	86,897	86,897	115,193
Ysbyty George Thomas	-	18,372	18,372	18,372
Hospital to Home	-	-	-	72,000
Winter Funding	-	-	-	-
Rapid Discharge	-	-	-	-
Enhanced Discharge	-	-	-	-
Vaccination Transportation	-	36,060	36,060	11,633
	<u>-</u>	<u>340,411</u>	<u>340,411</u>	<u>412,374</u>
<u>Voluntary Action Merthyr</u>				
Befriending	-	-	-	18,622
VAMT – Dementia	-	43,688	43,688	-
Volunteering	-	-	-	-
	<u>-</u>	<u>43,688</u>	<u>43,688</u>	<u>18,622</u>

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES (CONTINUED)

	Unrestricted Funds £	Restricted Funds £	Total 2023 £	Total 2022 £
<i>Other</i>				
ICF Capital – Cynon Linc	-	-	-	766,615
Bridgend CBC – Bridgend Resource Centre	-	-	-	4,260
The National Lottery Community Fund – Cynon Linc	-	36,000	36,000	119,000
Merthyr Tydfil - Activities Co-ordination	-	28,500	28,500	28,500
WCVA – Voluntary Services Emergency Fund	-	-	-	10,230
Cwm Taf Morgannwg Mind – COVID Response	-	-	-	6,259
Dunhill Medical Trust – Cynon Linc	-	-	-	50,000
Interlink – Volunteer Training	-	-	-	4,000
Interlink – Winter Pressures	-	-	-	12,000
Coalfields Regeneration Trust	-	-	-	2,000
WCVA - Volunteering in Wales	-	32,554	32,554	1,137
HSBC – Charity Aid Foundation	-	8,500	8,500	-
Independent Age – Community Project	-	13,334	13,334	-
Interlink – Food Grant	-	500	500	-
Cwmpas – Digital Hardship Fund	-	299	299	-
Other Income	4,767	-	4,767	2,566
Nail Cutting	56,513	-	56,513	43,930
HMRC Furlough Income	-	-	-	3,493
Salary Recharge	2,000	-	2,000	25,363
Social Recognition Income	-	-	-	31,717
Kickstart	-	6,527	6,527	15,270
Welsh Government – Winter Pressures	-	-	-	171,348
	<u>63,280</u>	<u>126,214</u>	<u>189,494</u>	<u>1,297,688</u>
Total Incoming Resources	<u>84,408</u>	<u>807,035</u>	<u>891,443</u>	<u>2,025,445</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

5. INCOME FROM INVESTMENTS

	Unrestricted Funds	Restricted Funds	Total 2023	Total 2022
	£	£	£	£
Bank interest receivable	760	-	760	746
Trading subsidiary income	-	-	-	-
	<u>760</u>	<u>-</u>	<u>760</u>	<u>746</u>

6. COST OF CHARITABLE ACTIVITIES

	Staff Costs	Premises	Other	Total 2023	Total 2022
	£	£	£	£	£
Expenditure on raising funds	-	-	4,109	4,109	2,034
	<u>-</u>	<u>-</u>	<u>4,109</u>	<u>4,109</u>	<u>2,034</u>

	Total 2023	Total 2022
	£	£
Direct costs – Information and supporting people		
Wages and salaries	578,479	892,087
Establishment costs	37,364	34,050
Repairs, maintenance & IT	9,194	11,732
Restaurant costs	-	23,281
Office expenses	15,933	18,291
Printing, postage and stationery	7,119	6,061
Direct project costs and sundry expenditure	20,670	88,683
Voluntary mileage	3,234	5,301
Motor and travel expenses	13,423	16,107
Advertising and promotion	13,319	14,295
Personal Protective Equipment	295	658
Legal, professional and training costs	27,404	32,384
Bank charges	1,415	994
Depreciation	19,340	51,236
Irrecoverable VAT	23,973	51,923
	<u>771,162</u>	<u>1,247,083</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

	Total 2023 £	Total 2022 £
Support and other costs – Information and supporting people		
Wages and salaries	279,712	106,498
Establishment costs	37,364	18,335
Repairs, maintenance & IT	9,193	6,317
Restaurant costs	53,857	-
Office expenses	15,933	9,849
Printing, postage and stationery	7,118	3,263
Motor and travel expenses	13,423	8,673
Depreciation	47,537	-
Governance costs	9,868	7,129
	<u>474,005</u>	<u>160,064</u>
Total direct and support costs	<u>1,245,167</u>	<u>1,407,147</u>

Support cost	Basis of allocation
Wages and salaries	Core salaries of directors, key non-project management, and Cynon Linc staff
Establishment costs	50% of weekly working hours are for office & Cynon Linc based staff
Repairs and maintenance	50% of weekly working hours are for office & Cynon Linc based staff
Office expenses	50% of weekly working hours are for office & Cynon Linc based staff
Motor and travel expenses	50% of weekly working hours are for office & Cynon Linc based staff
Printing, postage and stationery	50% of weekly working hours are for office & Cynon Linc based staff
Governance costs	Governance for audit, accountancy and trustee costs incurred

During the previous 12 months, the split of direct versus support and other costs has changed significantly within the charity, with the costs of running Cynon Linc on a daily basis becoming a more significant proportion of total operating costs. These were largely funded by specific restricted funds in the prior year therefore the historic split of 65/35 between direct and support costs were not amended. However, in the current year, these costs have been funded from core costs, and as a result an amendment to a 50/50 split between core and support and other costs is considered appropriate.

Included within governance costs are any costs associated with the strategic as opposed to day-to-day management of the Charitable Group's activities. These costs will include any employee benefits for trusteeship, the cost of charity employees involved in meetings with trustees, the cost of any administrative support provided to the trustees, and costs relating to constitutional and statutory requirements including audit and preparation of statutory accounts.

Support costs are allocated between unrestricted and restricted funds on the following basis:

As the Charitable Company has one charitable activity all support costs are allocated to this activity.

7. NET INCOME/(EXPENDITURE)

Arrived at after charging/(crediting)	2023	2022
	£	£
Operating lease rentals	10,829	29,114
Depreciation	66,877	51,923
Fees payable to auditor for:		
- audit services rendered	6,500	6,500
- assurance services rendered	-	-
	<u> </u>	<u> </u>

8. EMPLOYEES' REMUNERATION

a. Staff costs

	Total	Total
Staff costs during the period were:	2023	2022
	£	£
Wages and salaries	752,077	926,104
Social security costs	43,086	44,355
Other pension costs	27,433	28,126
	<u>822,596</u>	<u>998,585</u>
Staff redundancy costs	35,595	-
	<u>858,191</u>	<u>998,595</u>

Redundancy costs totalling £35,595 (2022: £nil) were paid in the year to 31st March 2023. Redundancy costs are recognised in the period to which they relate. At the balance sheet date there were no outstanding liabilities.

b. Staff numbers

The average number of persons employed by the charitable company during the period was as follows:

	2023	2022
	No.	No.
Charitable activities	48	57
Support	4	4
Governance	1	1
	<u>53</u>	<u>62</u>

c. Higher paid staff

No employees had employee benefits in excess of £60,000 (2022: £60,000). Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds.

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

The charity trustees were not paid or received any other benefits from employment with the charity or its subsidiary in the current or comparative year. Trustees were reimbursed travel expenses of £nil (2022: £nil). No charity trustee received payment for professional or other services supplied to the charity (2022: £Nil).

d. Key management personnel

Key management personnel are considered to be those personnel who are not trustees but sit within key operational and strategic roles within the Charitable Company.

The total employment benefits of the key management personnel were £197,131 (2022: £138,296) which consisted of gross pay, employers' national insurance and employers' pension cost.

9. TAXATION

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 - 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that these are applied to its charitable objects purposes only.

10. CHARITABLE COMPANY RESULTS

The Charitable Company has taken advantage of Section 408 of the Companies Act 2006 and has not included its own income and expenditure accounts in these financial statements. The results of Age Concern Morgannwg Limited (the Charitable Company) are:

	Total	Total
	2023	2022
	£	£
Total incoming resources	1,064,197	2,119,616
Total resources expended	(1,248,678)	(1,408,565)
Net outgoing resources and Net movement in funds	(184,481)	711,051
Funds:		
At 1 April 2022	<u>2,646,228</u>	<u>1,935,177</u>
At 31 March 2023	<u>2,461,747</u>	<u>2,646,228</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

11. TANGIBLE FIXED ASSETS (GROUP & CHARITY)

	Long leasehold property improvements £	Motor Vehicles £	Fixtures, fittings & equipment £	Total £
Cost				
At 1 April 2022	1,838,690	36,567	197,783	2,073,040
Additions	60,183	-	-	60,183
Disposals	-	-	-	-
At 31 March 2023	1,898,873	36,567	197,783	2,133,223
Depreciation				
At 1 April 2022	16,932	28,949	75,456	121,337
Charged in year	19,340	7,618	39,919	66,877
At 31 March 2023	36,272	36,567	115,375	188,214
Net book values				
At 31 March 2023	1,862,601	-	82,408	1,945,009
At 31 March 2022	1,821,758	7,618	122,327	1,951,703

12. INVESTMENTS – LONG-TERM

	31 March 2023		31 March 2022	
	Group £	Charity £	Group £	Charity £
Cost at 1 April 2022 and 31 March 2023	-	2	-	2

Subsidiary undertakings

	Country of Incorporation	Principal Activity	Class	%
Age Concern Morgannwg Trading Limited (Company Number: 03942402)	England & Wales	General commercial activities to include insurance, funeral plans and equity release commission	Ordinary	100
			2023	2022
			£	£
Capital and reserves			2,630	3,212
(Loss) for the year			(582)	(618)

This subsidiary's results are included in these consolidated financial statements.

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

The charity also has an interest in the following:

	Country of Incorporation	Address	Ownership	%
Age Concern Morgannwg	Dormant Charity	Cynon Linc Seymour Street Aberdare CF44 7BD	Unincorporated	100

Age Concern Morgannwg was merged with Age Concern Morgannwg Ltd on the 28th November 2022. Age Concern Morgannwg was dormant and had no assets or liabilities at the date of the merger.

13. INVESTMENTS – SHORT-TERM

	31 March 2023		31 March 2022	
	Group	Charity	Group	Charity
	£	£	£	£
Cash deposits	95,609	95,609	102,875	102,875

14. DEBTORS

	31 March 2023		31 March 2022	
	Group	Charity	Group	Charity
	£	£	£	£
Trade debtors	37,226	37,226	156,081	156,081
Amounts owed by group undertakings	-	9,167	-	8,667
Prepayments and accrued income	20,639	20,639	89,960	89,960
Recoverable VAT	21,085	21,085	18,275	18,275
	78,950	88,117	264,316	272,983

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

15. CREDITORS: AMOUNTS DUE WITHIN ONE YEAR

	31 March 2023		31 March 2022	
	Group	Charity	Group	Charity
	£	£	£	£
Trade creditors	62,462	62,462	58,870	58,870
Accruals and deferred income	46,941	46,941	42,921	42,921
Other creditors, social security and other taxes	15,126	15,126	20,263	20,263
	124,529	124,529	122,054	122,054

Included in accruals and deferred income above is the following deferred income:

	31 March 2023		31 March 2022	
	Group	Charity	Group	Charity
	£	£	£	£
As at 1 April 2022	10,054	10,054	-	-
Amounts released to incoming resources	(10,054)	(10,054)	-	-
Amounts deferred in the year	34,312	34,312	10,054	10,054
As at 31 March 2023	34,312	34,312	10,054	10,054

Deferred income relates to service level agreement income received prior to the 31st March 2023, that relates to the following financial year.

16. ANALYSIS OF FUNDS (GROUP)

	Balance at	Incoming resources	Resources expended	Gains, losses and Transfers	Balance at
	31-Mar 2022				31-Mar 2023
	£	£	£	£	£
Designated funds					
Age Connects Wales	2,000	-	-	-	2,000
Development of Trading Opportunities	25,000	-	-	(4,909)	20,091
Disaster recovery	20,000	-	-	-	20,000
Digital	29,559	-	-	-	29,559
	76,559	-	-	(4,909)	71,650
Unrestricted funds					
General funds	301,735	257,176	(478,114)	176,939	257,736
Total Unrestricted funds	378,294	257,176	(478,114)	172,030	329,386

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2022 £	Incoming resources £	Resources expended £	Gains, losses and Transfers £	Balance at 31-Mar 2023 £
Restricted funds					
<u>Rhondda Cynon Taf CBC</u>					
Information and Advice	-	49,623	(49,623)	-	-
Independent Advocacy	-	40,000	(40,000)	-	-
Community & Day Unit Resource Centre	28,738	138,514	(124,378)	(28,738)	14,136
Food Support	277	-	-	-	277
OPAG Support	-	5,454	(5,454)	-	-
Welsh Church Act Funding	-	44,654	(44,654)	-	-
Coffee Morning – Winter Hardship	-	2,500	(2,500)	-	-
Little Lincs	-	1,000	(1,000)	-	-
Community Grant – UK Shared Prosperity Fund	-	14,977	(14,977)	-	-
	29,015	296,722	(282,586)	(28,738)	14,413
<u>Cwm Taf Morgannwg HB</u>					
Better @ Home Service	18,440	199,082	(139,008)	(28,027)	50,487
Hospital Discharge Service	13,057	86,897	(91,466)	(8,488)	-
Ysbyty George Thomas	2,010	18,372	(28,870)	8,488	-
Hospital to Home	19,797	-	(6,949)	(6,949)	5,899
Vaccination Transportation	6,471	36,060	(22,992)	-	19,539
	59,775	340,411	(289,285)	(34,976)	75,925
<u>Regional Partnership Board</u>					
Keeping in Touch	26,228	-	(8,912)	(17,316)	-
	26,228	-	(8,912)	(17,316)	-
<u>Voluntary Action Merthyr Tydfil</u>					
ICF – Volunteer Service	783	-	-	-	783
COVID Recovery Grant – Volunteer Service	5,147	-	-	-	5,147
Dementia – Information & Advice	2,771	-	-	-	2,771
Dementia Volunteering	-	43,688	(43,688)	-	-
	8,701	43,688	(43,688)	-	8,701

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2022	Incoming resources	Resources expended	Gains, losses and Transfers	Balance at 31-Mar 2023
	£	£	£	£	£
<u>Community Foundation</u>					
<u>Wales</u>					
Research Project	1,700	-	-	-	1,700
Respond & Recover	2,734	-	-	-	2,734
	4,434	-	-	-	4,434
<u>Other</u>					
ICF Capital – Cynon Linc	2,028,794	-	(18,335)	(91,000)	1,919,459
National Lottery Community Fund – Cynon Linc	-	36,000	(36,000)	-	-
Merthyr Tydfil – Activities Co-ordination	-	28,500	(28,500)	-	-
Rayne Foundation	40	-	-	-	40
WCVA – Michael Sheen Storm Dennis Fund	2,348	-	-	-	2,348
Welsh Government - Foundational Economy Simply Together	5,051	-	-	-	5,051
Cwm Taf Morgannwg Mind – COVID Response	7,732	-	-	-	7,732
Dunhill Medical Trust – Cynon Linc	92,834	-	(1,005)	-	91,829
Interlink – Volunteer Training	250	-	-	-	250
Interlink – Winter Pressures	3,308	-	-	-	3,308
WCVA – Volunteering in Wales	1,137	32,554	(33,691)	-	-
Kickstart	-	6,527	(6,527)	-	-
Welsh Government – Winter Pressures	1,499	-	-	-	1,499
HSBC – Charity Aid Foundation	-	8,500	(8,500)	-	-
Independent Age – Community Project	-	13,334	(13,334)	-	-
Interlink – Food Grant	-	500	(500)	-	-
Cwmpas – Digital Hardship Fund	-	299	(299)	-	-
	2,142,993	126,214	(146,691)	(91,000)	2,031,516
Total Restricted Funds	2,271,146	807,035	(771,162)	(172,030)	2,134,989
Total Funds	2,649,440	1,064,211	(1,249,276)	-	2,464,375

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Included within the above general funds are funds of the subsidiary amounting to £2,630 (2022: £3,212), all of which are unrestricted.

Designated Funds

ACW	For Age Concern Morgannwg share of funding costs of ACW.
Developing of Trading Opportunities	To facilitate new trading opportunities for the charity.
Disaster Recovery	To fund any unforeseen, emergency costs relating to the information technology infrastructure, premises costs or loss of business as a result of fire, flood or malicious content.
Digital	To support the charity's plans to improve access to and use of digital solutions for staff, volunteers, and customers. The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources.

Unrestricted funds

General funds that are available for use at the trustees' discretion in furtherance of the objectives of the Charitable Company.

Restricted Funds

Rhondda Cynon Taff CBC - Information and Advice	Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs;
Rhondda Cynon Taff CBC - Independent Advocacy	Funding to provide independent advocacy to adults and/or their carers aged 50 and over who meet the criteria of having a care and support plan or requiring support to access the information, advice and assistance service.
Rhondda Cynon Taff CBC - Community & Day Resource Centre	Funding to provide ancillary support to local authority day care settings and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities, and to continue providing support to those beneficiaries in the community where appropriate.
Rhondda Cynon Taff CBC - Food Support	Funding for 'welcome home food packs' for when patients are discharged from hospital. The packs are free at the point of delivery and include food provisions to support the older person through the initial time of being home.
Rhondda Cynon Taff CBC - OPAG Support	Funding to oversee the activity of the five 50+ Forums in RCT. The funding is to help support running costs and event costs.
Rhondda Cynon Taff CBC - Welsh Church Act Funding	Funding to support the safe discharge home from Prince
Rhondda Cynon Taff CBC – Coffee Mornings - Winter Hardship	Funding to provide a weekly carer's coffee morning, eventually to be expanded to be available to anyone who would like to attend.

16.ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Rhondda Cynon Taff CBC – Little Lincs	Funding to bring in outside providers to enhance Little Lincs child stay and play sessions.
Rhondda Cynon Taff CBC – Community Grant UK Shared Prosperity Fund	Funding for equipment in Cynon Linc as well as a contribution towards salaries for a Hospitality Manager and Reception staff.
Cwm Taf Morgannwg HB - Better @ Home Service	Funding to support the safe discharge home from Prince Charles Hospital and ongoing support required to return to independent living, as well as the provision of community support throughout Merthyr and RCT to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.
Cwm Taf Morgannwg HB - Hospital Discharge Service	Funding to support the safe discharge home from Princess of Wales Hospital and ongoing support required to return to independent living as well as the provision of community support throughout Bridgend to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.
Cwm Taf Morgannwg HB - Ysbyty George Thomas	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.
Cwm Taf Morgannwg HB - Hospital to Home	Funding to allow the Charitable Company to continue to provide the early discharge service in the Royal Glamorgan Hospital and Prince Charles Hospital.
Cwm Taf Morgannwg HB - Vaccination Transportation	Funding to provide a vaccination transport service, free at the point of delivery, for anyone struggling to get to their COVID-19 vaccination appointment.
Regional Partnership Board - Keeping in Touch	Funding to provide keeping in touch activities in community hospitals in RCT for patients to stay connected with family and friends whilst in hospital, as well as supporting clinical teams to improve patient wellbeing with the provision of activities.
Voluntary Action Merthyr Tydfil - ICF – Volunteer Service	Revenue funding to deliver befriending services to support lonely and isolated individuals across RCT and Merthyr Tydfil via the Reaching Out Project.
Voluntary Action Merthyr Tydfil - COVID Recovery Grant - Volunteer Service	Funding to be better prepared, and provide vital support, to both our volunteers and those who our volunteers support, in order to sustain volunteering through the pandemic recovery.
Voluntary Action Merthyr Tydfil - Dementia – Information & Advice	Funding was secured to provide 40 sensory boxes at Christmas for older people living with Dementia who would not have received a gift. The sensory boxes contained several items linked to the senses and occupation and consisted of a Christmas Eve box that included twiddle muffs, jingle bells, selection packs, shortbread biscuits, body sprays, Adult colouring books & pencils. These were distributed before Christmas by staff and volunteers to service users.

16.ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Voluntary Action Merthyr Tydfil - Dementia Volunteering	Funding to deliver a range of volunteer support, particularly aimed at Dementia services.
Community Foundation Wales - Research Project	Funding to complete research projects into the expectations of older age and funding secured for a full-time administrator focused on providing an element of core support within the organisation alongside strengthening the organisations monitoring and evaluation.
Community Foundation Wales - Respond & Recover	Funding to provide support to communities in responding to and recovering from the effects of the COVID pandemic.
ICF Capital - Cynon Linc	Welsh Government funding to support large capital projects that contribute to Health and Social Care.
The National Lottery Community Fund – Cynon Linc	Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.
Merthyr Tydfil Activities Co-ordination	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.
Rayne Foundation	Funding to replace equipment destroyed by Storm Dennis.
WCVA – Michael Sheen Storm Dennis Fund	Funding to replace equipment destroyed by Storm Dennis.
Welsh Government - Foundational Economy Simply Together	Simply Together works closely with the Rhondda GP cluster and wellbeing co-ordinators, to support individuals to attend medical appointments, engage in activities in the community, and provide support with all aspects of managing the home.
Cwm Taf Morgannwg Mind - COVID Response	Funding for a single point of access hub, in collaboration with other third sector partners, providing mental health support to people across RCT.
Dunhill Medical Trust – Cynon Linc	Capital funding to support the Cynon Linc project.
Interlink - Volunteer Training	Funding to provide free training to volunteers throughout RCT on telephone befriending and dementia awareness.
Interlink – Winter Pressures	Funding to support the development of Coffee Mornings and craft/activity sessions for people with dementia and their carers.
WCVA – Volunteering in Wales	Funding to provide a volunteer chaperone service to older people and their carers to attend social activities.
Kickstart Scheme Income	Funding to support a worker for the new Little Lincs Stay and Play activity centre at Cynon Linc.
Welsh Government – Winter Pressures	Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.
HSBC – Charity Aid Foundation	Funding for Money Matters volunteer project.

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2023

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Independent Age – Community Project	Funding for Information and Advice at outreach centres within the charity catchment area.
Interlink – Food Grant	Funding towards food costs in the Cynon Linc kitchen.
Cwmpas – Digital Hardship Fund	Funding towards digitalisation of the charity.

17. NET ASSET BY FUNDS

Fund balances at 31st March 2023 are represented by:

	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Tangible fixed assets	82,408	1,862,601	1,945,009
Current assets	337,195	306,700	643,895
Current liabilities	(90,217)	(34,312)	(124,529)
Provisions for liabilities	-	-	-
Total net assets	329,386	2,134,989	2,464,375

Previous year:

	Unrestricted Funds	Restricted Funds	Total Funds 2022
	£	£	£
Tangible fixed assets	129,945	1,821,758	1,951,703
Current assets	360,349	459,442	819,791
Current liabilities	(112,000)	(10,054)	(122,054)
Provisions for liabilities	-	-	-
Total net assets	378,294	2,271,146	2,649,440

18. LEASE COMMITMENTS

Operating Leases

At the 31st March 2023, the total of the Group's future minimum lease payments under non-cancellable operating leases was:

	2023	2022
	£	£
Amounts due within one year	19,500	40,804
Amounts due between one and five years	27,829	49,004
Amounts due after five years	-	-
	<u>47,329</u>	<u>89,808</u>

19. CAPITAL COMMITMENTS

The Charitable Company had outstanding capital commitments where there was a contractual obligation in relation to the Cynon Linc Construction Project totalling £nil (2022: £nil) at the 31st March 2023.

20. PENSIONS

Charitable Company operates a defined contribution pension scheme. The pension costs charged for the period presents contributions payable by the Charitable Company to the scheme and amounted to £27,433 (2022: £28,126).

There were outstanding contributions totalling £5,546 (2022: £5,131) at the year end. The method of allocating the liability and expense is outlined under note 6 relating to support costs, but also on the basis of staff members who are working directly on restricted activities.

21. RELATED PARTY TRANSACTIONS

The Charitable Company is an active member of the Age Connects Partnership in Wales. The Partnership is made up of independent and autonomous Age Concern organisations, which share common aims and values working together to add value to the work and role of Age Concern in Wales.

The Charitable Company has claimed exemption under FRS 102 from disclosing intra group transactions with its wholly owned subsidiary entities.

22. LEGAL STATUS OF THE CHARITABLE COMPANY

The Charitable Company is a private limited company limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the Charitable Company in the event of liquidation. Further information regarding the registered office and the description of its operations and objectives is within the Trustees Annual Report.

AGE CONCERN MORGANNWG LIMITED

England & Wales - Charity number 1129973

Accounts

REGISTERED COMPANY NUMBER: 06717361 (England and Wales)
REGISTERED CHARITY NUMBER: 1129973

Age Concern Morgannwg Limited
(A Company Limited by Guarantee)
trading as
Age Connects Morgannwg

Annual Report and

Group Financial Statements

Year ended 31 March 2022

**Age Concern Morgannwg Limited
Contents of the Financial Statements
for the year ended 31 March 2022**

	Page
Trustees Annual Report, consisting of	1 - 35
1 Trustees Statement	1
2 Chairman's Statement	2 - 4
3 Objectives and Activities	5 - 6
4 Achievements and Performance	7 - 23
5 Plans for Future Periods	24 - 26
6 Financial Review	27 - 28
7 Structure, Governance and Management	29 - 32
8 Reference and Administrative Details	33 - 34
Statement of Trustees' Responsibilities	35
Report of the Independent Auditors	36 – 38
Statement of Financial Activities - Group	39
Statement of Financial Activities - Comparative	40
Consolidated Balance Sheet	41
Statement of Cash Flows - Group	42 – 43
Notes to the Financial Statements	44 – 62

I. TRUSTEES STATEMENT

The trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ending 31st March 2022 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015).

2. CHAIRMAN'S STATEMENT

Introduction

In our Annual Report for the period 2020/21 I said:

"We are clear that we will not continue to deliver contracts that do not meet our full delivery costs and that continuing to subsidise service level agreements only adds to the challenges of short-term or annual funding arrangements.

As we look to the future and develop our strategic priorities for the next five years, we will take stock of the political and economic environment to determine how we can thrive and not just survive in a world that looks very different and will continue to change at pace.

The impact of the Covid-19 pandemic has and will reach every corner of society. The economic fall out will undoubtedly affect those whom austerity had already hit hard, those for whom the system does not work.

The Charity's ability to understand the changing needs and aspirations of older people will help determine our vision of the future"

I repeat these words now with even greater emphasis. An emphasis heightened by events that we could not have predicted last year. Who would have imagined the crisis in Ukraine, with millions of refugees in Europe, and the greatest political and military uncertainty since the 1940s? Who would have thought that petrol prices could rise to their highest ever level, or that heating would become unaffordable for many? Who would have dreamed that more than one in five of the Welsh population would now be on a long-term NHS waiting list?

We have always been acutely aware of the pressures on public funding, but we lived in hope that economic pressures would not completely remove services that help those when they need it most, make life better for those who feel neglected and foster a spirit of community support and benevolence. At the time of writing this statement, it is a struggle to remain hopeful.

"Harsh reality" is a cliché that has now come into its own. For many, life feels grim. Commentators and forecasters tell us that it is going to get worse before it gets better and we know, from over 45 years' experience, that older people will feel the sharp end of what is predicted to come.

In our efforts to support them, we will find that public funding will get tighter, more hard-nosed and competitive. Value for money calculations of real help given per pound spent will mean that no pounds are spent, and no help is given. Because of this our services will be in ever greater demand, and regrettably often beyond our capacity to deliver the support that is needed. That will not stop us.

We will continue to deliver and expand (within our resources) all the services that we describe in this Annual Report, with the added pleasure that Cynon Linc gives us an important presence and vehicle for supporting older people in new and exciting ways. The following statistics help paint a picture of our performance, and the case studies contained further in this report are essential to understanding the full impact of our work:

- We supported **5,550** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (*5,117 in 20-21*).
- Our Specialist Information and Advice service supported **775** people, an increase of 240% on the previous year.
- We helped raise **£778,350** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently.
- We provided **5,448 hours** of care and support to some of the most vulnerable older people in our communities (*7,205 in 20-21*).
- The number of people we supported to be discharged from hospital rose by **83%** on the previous year and we saw a **55%** increase in the number of people we supported in their own homes, to reduce their risk of hospital admission or premature admission to residential care.

2. CHAIRMAN'S STATEMENT - continued

- We recruited **66** new volunteers bringing our total volunteer workforce to **120**, providing **6,630** hours of voluntary support to older people over the course of the year.
- **47%** of our referrals came from health sources.
- Referrals from family friends and self-referrals made up **32%** (*24% in 20-21*) with the remaining **28%** coming from other sources (*36% in 20-21*).
- **72%** of the people we supported were aged **70+** (*60% in 20-21*), of which **43%** were aged **80+** (*34% in 20-21*).
- **55%** of clients helped were female, and **45%** male.

A staggering **23,000** people used Cynon Linc from 4 October 2021 to end June 2022. That's 23,000 people of all ages, all abilities, from all around Rhondda Cynon Taf and possibly beyond. This is a significant achievement given that this is a new social enterprise venture which opened under COVID restrictions. My thanks are extended to the Cynon Linc Team for their agility, creativity and dedication to giving Cynon Linc the best possible start in what we hope is a long and prosperous future.

With this tangible experience behind us we are in a unique position to offer local (and national) government, Health Boards, other charities, and society, imaginative ideas to deal with this perfect storm of increasing need and decreasing funding. Charities must no longer be seen simply (as if it was ever thus) filling the gaps in public sector provision. We are a force for good in our own right, and our voice must be heard. Our words will be backed by our deeds.

We need new thinking that wins hearts and minds, and encourages giving to ensure that we have the resources to continue to meet the needs of older people. The word "unprecedented" was used constantly at the start of the Covid pandemic two years ago, it still applies to the issues we are facing and will continue to face. Charities are essential to how the whole system of care and support for older people works. Without charities older people would be the poorer, in all senses of that word. It is unthinkable and unacceptable that in these circumstances our core running costs are not recognised or valued by funders, and we continue to subsidise (from public generosity) the work that governments recognise as essential to the well-being of our communities.

The competition for charitable giving is also unprecedented. We may be lulled into complacency by the outpouring of money to support Ukrainian refugees, by the millions raised by Comic Relief and Children in Need but none of that reflects the reality of giving for the welfare of older people. We need a new way of thinking: accounting for time, as well as money, given.

We are proud of the increasing numbers of older people we support, and the increasing range of benefits we ensure they receive, but is counting the numbers what really matters? A new way of looking at the world must be to seek the hidden, the silent, the sad, the uncommunicative, the cold and the poor. Calls to our advice line are critically important, but what about all the people who do not call? We need to give them a voice.

Rhetoric does not go very far. Money is never enough. Help is always required. Is now the time to focus on the small things that make a real difference, that just make older people feel better?

We must not forget the families who support the older people they love. On them fall the agonising decisions about long term care, and the complex issues relating to day-to-day finances; Powers of Attorney (finance and health); wills; pensions; insurance; benefits; fraud and scams; abuse; DNR orders. We must ensure we care for the care-givers and recognise our role in relieving the pressure many care-givers experience.

It is easy to assume that we know what older people need, because we know what we would need in their circumstances (which will soon be ours), but do we know what they want? What do we do for someone who says:

"I used to love to go to church, but I can't get there now."

"There are no little children living near me, I do miss them."

2. CHAIRMAN'S STATEMENT - continued

"All my life I had a dog, but I can't look after one any longer."

"I really enjoy reading, but how do I get hold of new books."

"I have lived here for thirty years, but I still don't really know my neighbours."

"I just want to have a chat."

We will continue to listen to older people; to learn what they want, need and how we can help; we will continue to care about the small things that make a big difference.


I would be remiss not to draw attention to the significant challenges we have faced with staff retention during the last six months of this reporting year. In January we were informed that one of our major funders was reducing a third of our Hospital to Home funding from 1 April, resulting in the voluntary redundancy of 9 members of staff and a reduction in hours for a further 5 workers in March/April/May 2022. Our Fundraising and Events Officer, Head of Charity Services, Head of Business Support and Head of Enterprise left between October 2021 and June 2022 – all taking up new positions with national charities, on higher salaries. The last six months of the reporting year brought unprecedented pressure to bear on the organisation and so the continued high performance of the charity during this difficult time should not be undervalued.

Age Connects Morgannwg is fortunate in having a Board of Trustees who are determined to find ways to meeting the challenges I have outlined above. They give their time freely, and have been very successful in coping with the different demands of on-line meetings during the Covid pandemic. I would like to thank them for all the time and thought they give to Age Connects Morgannwg, and for their help in developing strategies for the future.

We have been sorry to say goodbye to four Trustees in the past year, Colette Colman, Ashley Bale, and especially Mair Evans, who along with Mary Winter (retired in 2020), was one of our longest serving Trustees. We are grateful to them for all they have done to make Age Connects Morgannwg and Cynon Linc what they are today.

These departures inevitably mean that we need to find new Trustees. This is not easy. Many people do not have the time or the inclination to become involved in a charity like ours. Others are concerned, with justification, about the legal responsibilities of being a Trustee, fuelled by the depressing stories of charity mismanagement that unfortunately dominate the headlines in a way that multiple charity successes do not. We are determined to allay these fears by emphasising the quality of our own management, governance, and the supportive environment in which we operate. We would like to encourage anyone who is interested in being involved in our work as a Trustee to look at our website and follow the advice in Become a Trustee under the Get Involved section. We look forward to hearing from you.

And finally, on my own account and on behalf of all the Trustees, I must express my heartfelt thanks to our Chief Executive, Rachel Rowlands, for her perseverance in the face of all the difficulties associated with Covid-19, her untiring work to support our staff and maintain services, her public presence on a wide variety of local, regional and national platforms, and her vision for what Age Connects Morgannwg means and will mean to the older people we serve. During the year Rachel suffered a close family bereavement which sadly took her away from us for a number of weeks. Her absence confirmed how important Rachel is to Age Connects Morgannwg. Without her we would not be who, or what, or where we are.


.....
Christopher Ward
Trustee and Chair of the Board

Date: 14 November 2022

3. OBJECTIVES AND ACTIVITIES

Vision & Mission Statement

Our Vision is that people live in a society where older people are respected and enabled to meet their aspirations.

Our Mission is to make a difference to the quality of life of older people and promote a positive view of ageing.

Our Organisational Objectives are set out in our governing document (Constitution) and define the object of the Charity as:

To promote the relief of elderly people in any manner which now hereafter may be deemed by law to be charitable in and around the County Borough Councils of Bridgend, Merthyr Tydfil, Rhondda Cynon Taff.

To achieve this, the Charity is committed to developing and promoting itself via the following methods:

- Service and support.
- Public education and advocacy.
- Innovation and research.
- Partnership and co-operation.

In shaping our objectives, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2).

Aims of the Charity

We will help and support older people, especially those who are vulnerable, isolated and in poverty.

The Charity's aims are to:

- Enable older people to secure and uphold their rights at times when they may be vulnerable.
- Provide opportunities for older people to participate and engage as active citizens.
- Provide independent, accurate and up to date information.
- Provide a wide range of information and a variety of services through a committed and high-quality workforce.
- Provide support for older people to remain living in their home of choice for as long as they wish.
- Promote health and wellbeing through a range of activities.

Organisational Objectives

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure that we are in a position to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries
- Sell commercial products and services.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

3. OBJECTIVES AND ACTIVITIES - continued

Objectives and activities - main activities undertaken to further the Charity's purposes

Charitable Activity	Objectives
Information and Advice	Provide direct information and support to older people who are experiencing unfamiliar scenarios or problems. Provide independent, accurate and up to date information on benefit entitlements to enable older people to maximise their income.
Joint Working in Social Care Teams, Day Care Settings and Hospitals	Provide ancillary support to local authority day care settings and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities and to continue providing support to those beneficiaries in the community where appropriate.
Better at Home Services (Hospital Discharge Support)	Provide ancillary support to discharge planning teams at three general hospitals in RCT, Bridgend and Merthyr Tydfil to ensure older people receive support during their discharge, to ensure they return home safely and once home, continue to receive support for a period of time that allows them to regain, retain and enjoy independence.
Advocacy Support	Provide an independent voice for older people, including those with mental health problems or dementia, and improving their quality of life.
Community Outreach	Provide support to people aged 50+ to regain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care.
Volunteering Programme	Provide the training, infrastructure, knowledge and advice to build supportive communities for older people with help from local volunteers.
Mentoring Programme	Provide help to older people who have not been in hospital and who do not require medical care, to access community activities, remove barriers to participating in their communities, and to stay safe and well in their homes.
Partnership Working	Participate in networks and joint working ventures between statutory and voluntary sector organisations to meet the needs of older people in Rhondda Cynon Taff, Bridgend and Merthyr Tydfil.
Covid-19 Response Services	Projects and services designed and delivered to meet the needs of the most vulnerable people during the Covid-19 pandemic period.
Covid-19 Response Services	Providing services that generate independent income to support the charity's work. Health and wellbeing services such as nail-cutting and activities at Cynon Linc are available to people of all ages, although the charity considers older people as the primary beneficiaries.

Public Benefit

The trustees have reviewed the Charity Commission's guidance on public benefit and agreed that they meet the requirements set out therein, due to its achievement under the Objectives and Activities section.

4. ACHIEVEMENTS AND PERFORMANCE

CHARITY SERVICES

COVID-19 Response

Age Connects Morgannwg is fiercely proud of its ability to respond to an immediate and identified need, in a timely manner and with an appropriate response. None of us anticipated how long the pandemic would go on for, nor how long we would be in lockdown for and – heartbreakingly - how many older people would suffer along the way. Some of our service users have very sadly died; some of our service users suffered an unimaginable loss; some of our service users have experienced a devastating impact on their physical and/or mental health, and some of our service users have not left their home in over a year. Whilst the COVID-19 pandemic has been absolutely devastating for our communities, and arguably everyone has experienced one of their toughest years to date, we are beginning to see embers of hope emerge as we begin to return to community life. As part of this 'return to normal', it is important to look back and celebrate how we, as an organisation and society, came together to respond to this crisis and keep our vulnerable people safe.

• **'Vaxi Taxi' Service**

In February 2021, in collaboration with Cwm Taf Morgannwg Health Board and Rhondda Cynon Taf Council, we launched a pioneering 'vaxi taxi' scheme – providing transport for those aged over 50 to get to their vaccination appointment at a mass vaccination centre. The service has helped in excess of 400 people from Feb 2021 to March 2022, receive their COVID vaccination – all of whom would not have been able to make their appointment without support from Age Connects Morgannwg. We are continuing to provide the service from the April 1st 2022 to Sept 2022.

• **Keeping in Touch**

Throughout the pandemic, those who were an inpatient in a hospital were unable to receive visitors. Whilst for all this must have been a devastating reality, for many older people it simply meant they had no way of keeping in touch with their families or friends – due to not owning a tablet or mobile phone, or not having the ability to use one. With funding from Cwm Taf Morgannwg Health Board, we were able to place a team in two community hospitals, as well as a team in the COVID-19 field hospital, equipped with the technology needed to support people making video calls back home to their loved ones. Not only did this service alleviate isolation for the patients, but it also relieved the anxiety of their family and friends, as well as supporting NHS healthcare teams.

• **Ancillary Support at Ysbyty'r Seren Field Hospital**

Early in the pandemic, we redeployed a team of staff to work in step-down facilities in Bridgend and Merthyr Tydfil. These settings were designed and set-up purely to support vulnerable older people to discharge them from a hospital, and to continue to receive the support they needed in a purpose-built facility. Our teams provided daily meaningful, therapeutic activities and opportunities for patients to stay connected with family and friends whilst in hospital. This included our staff members setting up a sensory room. In turn they also supported clinical and healthcare teams to improve patient experience, wellbeing and happiness. Ysbyty'r Seren closed in May 2022 and our staff were either redeployed or were made redundant.

• **Prescription and Food Collections**

From the onset of the pandemic, those over 70 and those with chronic health conditions, were told to self-isolate. This meant, for many, they were unable to collect their prescriptions nor were they able to get their essential shopping. Furthermore, a huge majority of this cohort were not equipped to do online shopping – and as we can all remember, shopping delivery slots were difficult to come across, even for those who should have had priority access. We were able to very quickly support Local Authority led community hubs, as well as designating our own teams (both volunteers and staff) to support the community with prescription collection and essential shopping.

4. ACHIEVEMENTS AND PERFORMANCE - continued

• Self-isolation Support

Starting in March 2021, we worked alongside our colleagues in Welsh Government, Rhondda Cynon Taf Council, and the community voluntary councils in a pilot to provide enhanced support those who tested positive for coronavirus and needed to self-isolate. For anyone living in Rhondda Cynon Taf, we were on hand to provide them with a free food shop to support their self-isolation. As with all our service provision, we put the person at the centre of the decision making – they let us know they items they needed which included food and other essential items (such as nappies or pet food). The aim of the pilot was to assist our local communities to stay at home as instructed (and therefore limiting the risk of the spread of coronavirus), by removing the barriers that could mean they would break their isolation period.

• Impact of COVID-19 on our 'businesses as usual' service provision

Whilst demand for some of our service provision increased since 2020, we simultaneously had a duty to protect vulnerable service users by providing the much-needed support in COVID-19-safe ways. Although our frontline staff were considered as critical workers and continued to provide support - where they could, they provided this in different methods to their usual face-to-face delivery such as over the phone. Other services were ordered to shutdown entirely for periods of time during the pandemic, such as hospital discharge teams within hospitals that stopped admissions and discharges due to COVID-19 outbreaks, and the closure of Local Authority run day centres where we have staff based to provide activity provision. All these staff were redeployed elsewhere within the wealth of service provision the organisation provides.

GENERAL SERVICES

Independent Information and Advice

The service offers general and specialist advice on a wide range of issues affecting older people including:

- Maximising income and claiming welfare benefits.
- Care homes and charging procedures.
- Planning for the future - Wills, Funeral Plans and Equity Release.
- Aids and adaptations to help remain in your own home.
- Schemes to keep your home warm and energy efficient.
- Managing financial affairs and taxation.
- Housing and tenancy.

Ordinarily the information and advice service is available by phone, in writing, or via face-to-face appointments. However, during the reporting period, due to the continuing COVID restrictions and guidelines the service was impacted. We continued to provide face to face contact as well as telephone contact. The team also supported the management of referrals that were coming through from individuals, community hubs and other service providers to support older people with food shopping and prescription collection requests who were still afraid and isolating from the pandemic.

During the period 1st April 2021 – 31st March 2022 the specialist advice team supported **775** clients (up by just 11% from 696 in 2020-2021) – this figure is lower than pre 2020 before the pandemic, but higher than 2020-21 during the pandemic. This is due in part to some of the service still being provided by telephone contact. A lot of our service users prefer face to face support and this, combined with a change in location and staff sickness had an impact on our client numbers. Despite this, the amount of benefit income claimed during the period was **£778,350** (a significant increase of **240%** - up from £228,412 in 2020-2021). Some claims submitted during the month of March 2022 (which can take up to 12 weeks to process) have not yet been assessed and the final figure will not be known until early July 2022.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study

Mr M called into the office to seek help with claiming his state pension see what other benefits he may be entitled to. He mentioned his wife had health conditions and was not receiving any disability benefits, so we gave advice on attendance allowance and made an appointment for them to come in for help to complete the form. The claim was successful, and Mr M called back in with his wife to notify us of the amount of state pension he had been awarded. We undertook a complete benefit check and discovered even though they had over £50k in savings, they would be entitled to carers allowance for them to look after each other and they would qualify for underlying entitlement through pension credit. This meant that they would get an extra £35.02 per week. They would also be able to claim full council tax benefit, receive free eye tests and dental treatment. It is also a passport benefit to be able to claim for other things such as the NEST energy efficiency scheme.

Independent Advocacy Service (Rhondda Cynon Taf)

Our advocates provide a voice for older people by listening to their views and concerns, helping people explore their options and rights, and by providing people with information to make a more informed decision. During the reporting period our Advocates supported 184 clients with most referrals made by the MASH (safeguarding) team relating to financial abuse, this became more prominent after the lockdowns and people were able to be supported in their own homes again. We have also had a recent increase in care homes changing their criteria and not being able to support people who may need nursing care, so people have been supported by our advocates to find new homes that suit their needs.

Case Study

In 2022, one of our advocates had a referral from Hafod Housing regarding a 78-year-old widow who was being financially exploited of by his late wife's friend. The gentleman had capacity and did not want to report a safeguarding issue so was going to be taken off the advocacy service. However, this "friend" had been asking for money and for him to take her places in the car, he thought he was being friendly until he was stopped by the police and drugs were found in his car, they were both arrested. While the abuser was in custody, our advocate supported the client to check his bank statements and identified several direct debits and card payments that were not his. Due to the lack of physical bank in his area, the advocate supported this gentleman to change all his details and cancel the direct debits. Unfortunately, the person did not receive a custodial sentence and was instead fined. The gentleman is being supported to find a new place to live, in order to keep him safe.

Day Centre Support

We provide a team of support workers across Rhondda Cynon Taf and Merthyr Tydfil to complement the Local Authority staff in day centres or residential centres for older people. These teams promote independence and inclusion by providing meaningful activities and support to individuals who have dementia. In Rhondda Cynon Taf this work is also extended to the community to provide outreach support as well.

Joint working in Teams

Based within Rhondda Cynon Taf Council Social Services, have a small team of outreach workers who provide practical and emotional support to older people to enable them to remain living independently in their own home as long as possible. These staff members visit people over the age of 50 who have a diagnosis of dementia or other functional mental health issues.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study

A referral was received from a social worker for an elderly lady who they suspected was being financially abused. The lady had lost her husband and only son so relied on her granddaughter for shopping and support. The lady lived alone, and her house was in an extremely poor condition. Her neighbours had raised concerns about how vulnerable she was and there was a clear case of extensive hoarding. The client was very mistrusting of people and would not let them enter the house, and some appointments had to be conducted through the front window. We visited with the social worker but every time the granddaughter would be with her grandmother and would speak for her. We did eventually manage to visit with her on her own and over time our support worker managed to build a good relationship with her, which led to her having the confidence to go out in the car to a café and to do some shopping. Eventually she agreed to go to the bank, statements were ordered which led to us finding that she was being financially abused by her granddaughter as suspected and the safeguarding team were informed. Although she did not want to take it further, she agreed to let the local authority manage her finances from there on. Eventually she had built up enough confidence to attend a day centre, she started having her hair done there and eating well. Our shopping trips started to increase, and she wanted to spend more money on new clothes to show people at the day centre. Eventually, she decided to move into the residential home attached to the day centre and we continued to visit her until she was fully settled.

Primary and Secondary Care Support Services

Throughout the year, our primary and secondary care-based teams have experienced a multitude of changes, not only due to covid regulations and guidelines, but keeping up to date with ever-changing discharge procedures to protect the most vulnerable. There has been a significant increase in referrals since our team moved back into the discharge lounge and Hospital offices when the Covid guidelines were relaxed.

Hospital to Home Service: The Hospital Discharge Service takes older people home who have been discharged from A&E Department or the ward, and resettles them. The service also provides ongoing support if needed to help the older person regain, retain, and enjoy as much independence as possible and reduce the risk of emergency readmission to hospital. In total we supported in excess **1376** patients to return safely home (up by 83% from 750 in 2020-2021). Of these, **272** people were given further support at home with emotional support, benefit checks, signposting, shopping, accompanying them outdoors to regain their confidence and independence. In turn, our support helps reduce feelings of isolation and loneliness and helps reduce the risk of readmission into hospital.

Primary Dementia Care: Our primary dementia care service in the community is aimed at supporting people aged 50+ to re-gain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care. The service provides help, encouragement and support to people who may be struggling to live independently. The ultimate aim is to help older people remain living in their own home for as long as they wish and is possible, by providing one to one support to continue doing the things they enjoy and that keep them healthy and independent. This service delivered **252** hours of support (up by nearly 55% from 162 in 2020-2021) and included referrals to other agencies, promoting healthy eating, assisting with shopping and providing practical support.

Whilst dealing with the challenges of working throughout the Coronavirus pandemic, we continued to support service users in the community with telephone befriending to those experiencing isolation and loneliness as well as supporting older people with shopping and prescription collections. In total these teams provided **3639** hours of support, **717** hours being Coronavirus support.

Case Study I

Mr H was discharged from hospital after a slight stroke, which affected his speech and mobility. He was referred to us by the Social Work team, however he was very distressed as he had no money or food and was not able to “top-up” his gas or electric.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Our support worker went to see him the following day as it was an urgent case. She managed to apply and get an emergency payment from the Discretionary Assistance Fund. She was able to source some food from a food bank for him on that day. In the meantime, our support worker applied for Pension Credit while she was there. She tried to apply to the council for housing benefit but was advised he needed to wait for his pension credit agreement. Our support worker rang our Information and Advice team to find out how to get another DAF payment until pension credit came through which was granted. Weekly visits to the client showed a huge improvement in Mr H. he was moving his arms and his speech improved but mostly his general health improved. Mr H felt that his stroke was caused by stress due to financial problems. Mr H got his pension credit 2 weeks from the date of the application. He received £600.00 and is now receiving monthly pension credit which is helping him financially and will make a significant difference in his quality of life.

Case study 2

Another client was DS, a hospital referral. She was experiencing from low self-esteem and loss of confidence. This was mainly due to the effects of the lockdown which meant that she could no longer participate in the community activities she had engaged in prior to the pandemic. The fact that she had collapsed previously due to health problems exacerbated her situation and created a fear of falling when out on her own.

The case worker initially started by encouraging DS to use the four-wheel stroller and then taking her out for a cup of tea, a chat and shopping. Through these activities the client gradually regained control of her movement and after six weeks was confident enough to go out by herself and started to enjoy life again.

Reaching Out Volunteering

During the reporting period, we recruited 66 volunteers, bringing our total Volunteer workforce to 120. Volunteers have continued to support those in need across our area of benefit and the organisation in several different ways. In total, these unpaid heroes gave up 6,630 hours of their own time to help their own community. ACM has worked with the volunteers to ensure they have the autonomy to support client in a way that they are passionate about. This has led to excellent service provision with clients praising the efforts of all volunteers.

Our befriending scheme has provided 3,177.5 hours of friendship – made up of 8,389 contacts (an increase from 4,246 in 2020-2021) to 848 people. In addition to these befriending numbers, our volunteers also continued their support on the Pen Pal Companion Project. All the services provided by volunteers are aimed at people who are socially isolated, or emotionally lonely, and to support them to maintain a healthy and independent lifestyle. The Projects have gone from strength to strength developing new service from speaking directly to clients like the digital inclusion project and Dementia Chaperone Project.

From speaking with our clients who are supported by volunteers, their main objectives were to get back into their community. As soon as it was practical and safe, we began chaperoning people into the community to help them achieve their goals. We also identified that there was a lack of places to take clients to join in with a group of like-minded people, so from winter pressure funding we started a community coffee morning, this was so successful as it was for all people and provided direct support to carers. We collaborated with other organisations to support the coffee morning ensuring that the whole community would benefit. We worked with British Red Cross, Welcome Friends, Care Collective, Memory assessment team to name a few.

Our volunteer workforce also provided the following support in hours:

- 719 volunteer hours supporting client face to face those with small achievable goals to aid connection with their community.
- 1,439 volunteer hours supporting client via telephone befriending.
- 810.5 volunteer hours providing administrative support to the organisation.
- 1,395 volunteer hours transporting the most vulnerable client to receive their vaccinations.
- 405 volunteer hours for urgent priority shopping calls.
- 209 volunteer hours via the Pen Pal Project.
- 756 volunteer support hours to Cynon Linc welcome team and kitchen.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Service User Appreciation

Mrs EP said "my volunteer is my link to sanity, I have gone many nights praying that I don't get up in the morning but when I speak to her and tell her about something that happened in my past, and my life experiences she really listens. I had four friends and they've all have passed away over the last year, three of them with coronavirus. These have been very dark days. I am not able to get out and about due to ill health, so I have been stuck here dealing with all this on my own. If it had not been for my volunteer, I would not have survived".

Mrs NK believes that her volunteer Pat was sent by God because she always rings when Mrs NK is really low and manages to brighten her day.

Mr C D said "Once again I would wish to record my appreciation in respect of the support given to those of us still having to shield. Like those who preceded her, Stacey has represented Age Connects in a manner of which you are entitled to be as proud as I am thankful. I expressed this appreciation in my recent interview with Wales Online arranged via Teigan. Here is hoping that we can continue to survive these unprecedented Pandemic pressures".

Charitable Activities – Beneficiaries

- We supported **5,550** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (5,117 in 20-21).
- We helped raise **£778,350** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently.
- We provided **5,448 hours** of care and support to some of the most vulnerable older people in our communities (7,205 in 20-21).
- 47% of our referrals came from health sources.
- Referrals from family friends and self-referrals made up 32% (24% in 20-21) with the remaining 28% coming from other sources (36% in 20-21).
- 72% of the people we supported were aged 70+ (60% in 20-21), of which 43% were aged 80+ (34% in 20-21).
- 55% of clients helped were female, and 45% male.

Partners

• Age Connects Wales

We continued to work with our Age Connects colleagues across Wales, specifically sharing good practice on COVID response work and developing joint comms and awareness raising campaigns for volunteering. We worked together through our winter pressure funding, sharing proposals, work plan and claims.

• Community Carer Coffee Morning

Throughout the last reporting year, we have worked alongside many other organisations on a collaborative approach to funding and service provision. The Coffee Morning has been supported by Age Cymru, Memory assessment team, British Red Cross, Cwm Taf Morgannwg MIND, Care Collective and This is Me Dementia Project to provide a one stop shop for support.

• Consultation Responses

We submitted a response to the Welsh Government white paper consultation on improving social care arrangements and strengthening partnership working to better support people's well-being. We submitted a response to the LGBTQ+ Action Plan.

• Tea & Tech

This was a pilot partnership with Bryncynon Strategy. The project allowed older people to receive 6 weeks free training on basic use of tablets (Facetime, Whatsapp, Text Messaging etc). Take-up was low however and it was not taken forward past the pilot stage.

• Signposted Cymru

Signposted Cymru is a mental health charity and operates out of Cynon Linc. The charity provides free counselling and therapies for adults, along with activities to promote physical wellbeing.

• Interlink

We work closely with Interlink Health and Wellbeing Team to develop new and promote existing services that support mental, emotional and physical wellbeing.

4. ACHIEVEMENTS AND PERFORMANCE - continued

• **Voluntary Action Merthyr Tydfil (VAMT)**

The charity receives funding from VAMT to deliver volunteer-based support at Cynon Linc and in the community.

• **Wales Council for Voluntary Action (WCVA)**

We work with WCVA in several different ways. As contributors to dialogue on national policy matters via Ministerial Advisory Groups. We also received Volunteering in Wales funding during the reporting to deliver volunteer led support.

Cynon Linc – A Place for Everyone

The renovated building was handed over from Cosgrove Contractors Ltd on 17th August 2021 following a 12-month refurbishment programme. On the 4th October, Cynon Linc was opened to the public.

A needs assessment undertaken by RCTCBC on the post pandemic position of childcare provision in the area identified that there was no requirement for a new childcare facility in the area. This assessment was shared with the provider who had intended to lease the space, and on this basis, they withdrew their interest. The space lay dormant from October 2021 to March 2022 at which point a business model was established for a soft play facility called Little Lincs owned and run by ACM which was set up and started trading in March 2022. The area has potential to become a contact centre and support centre for children with additional learning needs (ALN).

9 new members of staff have been employed at Cynon Linc including:

- Hub Manager.
- Hub Support Assistant.
- Head Chef.
- Deputy Chef.
- 3 Catering Assistants.
- Little Lincs Assistant.*
- Caretaker.

*Little Lincs Assistant employed through the Kickstart scheme.

At the time of writing, the lease with Cwm Taf Morgannwg University Health Board for the Maendy Surgery, has just been signed. The GP was due to move in in October 2021 but changes to the primary tenant resulted in significant delays in the lease being negotiated. The GP is now scheduled to take up occupancy in August 2022.

Income Generation

Fundraising & Donations

Fundraising continued to be challenging in 2021-2022 with the cost of living increase impacting people's ability to donate and events on an international scale such as the Russian/Ukrainian war being at the forefront of minds when considering where their money is donated. All of this still against the backdrop of the Covid 19 Pandemic.

The fundraising and donations income totalled £18,651. We were successful in securing funding from the Winter of Wellbeing Programme run by Rhondda Cynon Taf County Borough Council (RCTCBC), totalling £13,198 which contributed to salary and on costs, enabled us to purchase soft play equipment and run many events such as Dinorama, Animal interactive and Silent Disco.

Despite the challenging external environment there were a number of hugely successful events held which included a family fun day at Hopkinstown Cricket Club, a Cricket tournament, Christmas disco and a crafting with Santa event which completely sold out. These will be replicated in years to come, and it has been suggested that due to the calm nature of the crafting with Santa event it would be an ideal activity for children with additional learning needs.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Simply Nails

Our 'Simply Nails' Service was also heavily impacted by the COVID-19 Pandemic restrictions with many of the buildings used to offer services, pre pandemic, still closed.

All of the waiting lists were cleared in the summer of 2021, and we are now offering appointments within 2 weeks. In recent months the service has seen a marked increase in appointments being made as customers return to 'normal' life, this can be seen in the chart below:

Month	Number of appointments
April 2021	144
May 2021	182
June 2021	207
July 2021	274
August 2021	210
September 2021	204
October 2021	196
November 2021	147
December 2021	143
January 2022	201
February 2022	186
March 2022	196

Clinics in Aberdare and the Rhondda have now returned, and we will work to promote and advertise the return of the clinics to people in the local community.

PPE was required for all staff and robust cleaning schedules adhered to ensure all guidelines were adhered to. Alongside this, additional checks and paperwork had to be completed with each customer to ensure no staff or customers were put at risk.

Despite the significant challenges faced **2,290 nail cutting appointments** were still undertaken between 1st April 2021 and 31st March 2022 which resulted in an **income of £43,930**. This is a **31% increase** on 2020-2021 figures.

The service has been impacted by staff absences due to bereavement and sickness, much of which has been Covid related. This led to rearrangement of appointments and in some cases cancellations. This has needed to be carefully managed to ensure high levels of customer retention.

We have secured funding from Coalfields regeneration fund and winter pressures to develop a bespoke online booking system which is currently in development with anticipated launch date of July 2022. This will enable customers and their families to book appointments directly without the need to phone through to administrators. We are hoping this will result in a minimum of 25% less calls for the Simply Nails service.

Winter pressures money was secured to support the Simply Nails project to the value of £26,130 and covered salary costs, booking system (50%), PPE, Autoclaves and equipment, marketing and promotion.

Corporate Sponsorship

Commercial membership and 'Friends of ACM' packages were developed, and we are delighted with the support these have received. We are proud to now have three additional Commercial members on-board as part of this Annual membership.

Commercial membership costs £300 for Private Businesses, or just £150 for Social Businesses/Charities. Friends of Age Connects Morgannwg membership costs £30 for an individual, or £45 for a couple.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Simply Life

Many changes have happened within the Financial Conduct Authority which no longer allows commission payments to third-party intermediaries within the pre-paid funeral market.

This meant that unfortunately, funeral plan referrals to Golden Charter ceased as of the 30th of April 2022.

An agreement was established with Simpsons solicitors to offer free wills to people over the age of 50. This agreement no longer benefits ACM financially however does offer a valuable service to our service users. The agreement was for 50 free wills to be allocated to ACM and at the end of the year, 17 of these had been used.

A full review of Simply Life will take place in 2022-2023 to establish the correct direction for the product.

Ageing Well

In March 2022 we were successful in obtaining funding for an Ageing Well Manager via the WCVA Survive and Thrive Resilience fund for 12 months. The funding will allow us to employ a member of staff who will deliver on 3 workstreams:

- Activities and classes that are chargeable to the customer and will include a lunch club meal.
- Develop 'Simply Life'.
- Manage the Simply Nails Service.

This project will be focused on kickstarting the income generation activities post COVID.

Our Performance in 2021-2022

Charitable Activities

The Charity Services team has partnered with a number of other organisations throughout the year, including the development of regular carers coffee mornings in which other local and Wales wide organisations were invited to attend to provide information and/or different activities.

We have continually looked to extend and expand our engagement work with older people and other stakeholders. We recently delivered 5 Living Well for Less roadshows, these were organised as a direct response to the pressures being caused by cost-of-living increases, as well as the ongoing effects of the pandemic. We were able to attract a wide variety of organisations to the events such as, HSBC, Mind, Mothers Matter, Citizens Advice and SSE to name but a few.

Our response to Covid-19 has only been possible due to the passion of the volunteers and staff of the organisation. We provided a vital befriending service, transported older people to their vaccination appointments via our VaxiTaxi service, provided activity co-ordinators in several field hospitals and have supported older people to gradually re-join the community after the disruption of the Covid-19 pandemic. We received "Winter Pressures" funding to allow us to support people about to be discharged from hospital, to be transported by our workers and when at home, helping them to settle back in, checking on availability of food, ensuring the service user had ample heat and light and signposting them to any other agencies that could help them. We also provided a "Keeping in Touch" project which aimed to reduce the feelings of loneliness and isolation amongst older patients on Ward 2 at Ysbyty Cwm Cynon. This project provided patients daily meaningful, therapeutic activities and opportunities for patients to stay connected with family and friends whilst in hospital.

Exit plans were put in place to support staff who were employed on different projects which were to end, due to a lack of additional funding. Redundancy consultations were completed, and the organisation was able to avoid making compulsory redundancies.

The review of the service delivery model is yet to be completed due to Head of Charity Services leaving the organisation in October 2021 for a new career opportunity.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Several different platforms were trialled to enable us to digitalise our service provision, however they were not deemed to be feasible and work is ongoing on this objective.

Our volunteer team continued to grow and to support our paid staff across the organisation, including in the Information and Advice team, providing administration support, transporting clients to their vaccination appointments, and supporting the Cynon Linc staff, including the catering team.

The research to identify the expectations of older age, in order to be better prepared with our service.

Marketing and Communications

Following the recruitment of a Head of Marketing and Communications in June 2021, five strategic themes were identified:

- Enhancement of ACM parent brand and identification of branding opportunities within other areas of the charity (a).
- Delivery and roll out of a marketing strategy for Cynon Linc (b).
- Implementation of digital improvements to deliver an enhanced user experience and organisational efficiencies (c).
- Audience development across digital channels (d).
- Increased support level for ACM projects and staff (e).

a. Branding Strategy

The ACM brand was audited to look at design, use and recognition. From this audit, three improvements were made. Firstly, the colour palette was extended to bring in a greater range of yellow and orange tones. This gave the communications team the flexibility to introduce subtle sub-branding for ACM services such as Better@Home and Information and Advice services.

With the palette refreshed, the ACM strapline was reviewed. The previous strapline 'Strong History Bright Future' was deemed well suited to corporate messaging but didn't speak to our target audience or communicate the benefits we aim to deliver. After internal consultation the strapline 'Changing Attitudes Improving Lives' was introduced and amended versions of the logo produced for use on selected materials.

Finally, the use of the logo was reviewed to monitor exposure levels. We identified a discrepancy between the use of the logo on printed materials, where it was used consistently, and use on digital materials where it was used less frequently. Following this a bank of branded materials were produced to ensure consistency across all channels and deliver benefits of brand recognition.

Five other stand-alone brands were introduced during 2021-22, these gave ACM the opportunity to reach new audiences and compete evenly with other providers.



4. ACHIEVEMENTS AND PERFORMANCE - continued

The first project undertaken was Simply Nails which received a new 'lifestyle' logo, strapline, and pastel-based palette. The new logo clearly positioned the service as an affordable, but high-quality nail cutting service. The brand has been reinforced with a range of leaflets, videos, and social media graphics.

To support a series of money saving roadshows, funded through Winter Pressures, a new brand called 'Living Well For Less' was developed. Complete with a strapline, the brand was designed to attract a wider range of exhibitors and appeal to a great range of visitors than may have responded to Age Connects Morgannwg. Through newspaper adverts, social posts and flyers, the brand reached an estimated 35,000 people and is now available to ACM to use in future roadshows or for related projects.

The Cynon Linc logo and colours were rolled and used to underpin a full suite of Cynon Linc marketing materials, web development project and building signage. In addition, two new brands were developed for the catering offer and stay and play provision. The Hyb branding features colours that complement the wider Cynon Linc branding, but clearly positions the kitchen and coffee shop offering as a standalone enterprise, capable of developing its own audience and supporting a distinct marketing strategy. The Hyb is a strong brand that has been extended across signage, leaflets, menus, and social posts.

Similarly, we developed a Little Lincs brand that allowed the soft -play facility to compete with other providers. Again, it is a strong and playful brand that has brought a unique audience demographic to Cynon Linc, but one that is still able to support the master branding for the building.

b. Cynon Linc

The work undertaken for Cynon Linc has represented the largest area of endeavour for the Marketing and Communications team during 2021-22. The first project was to write a new website for Cynon Linc. To move the content from its previous home on the ACM website was seen as an important step to reach and grow an audience that would be needed to deliver a successful community facility in Aberdare.

The website showcases all the facilities available at Cynon Linc, this includes dedicated pages for kitchen, soft play, events, room hire and tenants. The site has been enhanced with a booking plugin for Little Lincs, events calendar and video content. The site has also been subject to search engine optimisation on key terms in a bid to achieve 1st page Google rankings. This has been achieved for various terms including 'soft play in Aberdare', 'community centre Aberdare' and 'room hire Aberdare'. The website has seen strong traffic and achieves an average of 2,200 visitors a month.

With the website developed, establishing a strong presence on social media was another key element of the marketing strategy. New accounts on Twitter and Instagram were set up and the existing Facebook page reactivated. All pages share a common header image to help solidify our digital presence. The aim for the first year was to post 6 days a week with an average of three posts per day on our primary channels. It was estimated that this activity volume would allow us to reach our follower target of 2,000 and monthly reach target of 22,000.

The strategy has delivered a dedicated audience of 2,476 social fans (June 1st) with an average monthly reach of 31,230 for our posts. This audience has been invaluable in selling event tickets, promoting kitchen offers and the soft play facility. Our social pages have developed a very distinct demographic with our largest segment being female, aged 30-50 and living in Aberdare. Our social strategy has been supported by the creation of various other channels including Google Business, Bing for Business and TripAdvisor.

Other projects delivered as part of the Cynon Linc marketing strategy include, promotion of the grand opening, research work, advertising screens in reception, promotional videos, leaflets, signage, public relations, and photoshoots.

4. ACHIEVEMENTS AND PERFORMANCE – continued

c. Digital Transformation

A decision was made to put on hold, two significant transformation projects planned for 2021-22. We did not have the staff resource to review the CRM or for a planned rebuilding of the ACM website. These projects will now be rescheduled over the next two years.

Despite this several improvements were made to our digital assets, all with the objective of improving user experience and delivering efficiencies. The main project undertaken has been a booking system for Simply Nails. The advanced system features a client login area and customised backend area for the admin team.

The system will allow clients to choose, book and pay for appointment online in any of our clinics or for a home appointment. Clients can also buy multiple credits which can be applied at a time that suits them. The system will provide significant benefits for our technicians who can check appointments in real time on their phones, and for the admin team who can easily run reports on technician availability. The system is in final testing and will be launched this summer.

There have been other digital improvements to our websites. A live chat for ACM has proved popular and will also be added to the Cynon Linc website shortly. We have also rolled out a new events calendar for the ACM and Cynon Linc websites. This makes it easy for our users to see what is coming up, add to their calendars, and buy tickets online. During the last year 98% of our event tickets have been bought using these channels. A new booking system has also been added for Little Lincs with an accompanying plug-in for the website.

Another area of improvement has been the addition of automated software to deliver our email footers. In addition to supporting brand consistency this allows the marketing team to change adverts on our email footers at the click of a button.

d. Audience Development

A running priority during 2021-22 has been to deliver tangible benefits from the time investment made in running multiple digital channels.

The first task was to grow followers, we started in June 2021 with 3,100 followers across all channels, this had more than doubled to 6,978 by the 1st June 2022. Most of this growth was seen on the Cynon Linc and ACM Facebook pages. With a growing audience we have sought to increase the reach of our posts by increasing engagement (likes and shares) on our posts. This metric is tracked in terms of impressions (posts appearing on feeds). In June 2021 this figure stood at 38,786 and 12 months later had grown to 82,356 impressions, this gives ACM and Cynon Linc a strong platform to promote services and activities.

With the audience and reach growing substantially, we have been tracking outcomes to understand the benefits to ACM of our social presence. A key metric here is the numbers visiting our websites as a result of social media activity. For the ACM website, this has risen from 17% to 34% over the past 12 months, demonstrating that our posts are stimulating action. The traffic % arriving at the Cynon Linc site from social activity has been even higher at 48%.

Another measure of social media activity is campaign use. Ticket sales are a good example of this, when Cynon Linc first opened, sales for our first batch of events were split 65% digital and 35% reception, as our digital audience has grown this has changed and now stands at 97% digital sales. We have also successfully leveraged our social following for one off events, such as test sessions for Little Lincs, which were sold out in 30 minutes via a Facebook post, and a research project which delivered over 200 responses from our Facebook followers.

Our social pages have also proved a popular place for customers to interact with us, through Cynon Linc and ACM we have had 450 conversations in the last year.

4. ACHIEVEMENTS AND PERFORMANCE – continued

e. Other Support

Aside from our key strategic themes we have endeavoured to provide support across our service areas. For ACM this has included new materials for staff working on volunteering, fundraising, information and advice, and Better@Home campaigns. This has included leaflets, banners and social media graphics.

Closer working with the other Age Connects Wales regions was another priority and ACM led on a major project to deliver the inaugural Older Person's Awards Wales. In other work Marketing and Communications have provided proposal documents for a refreshed financial services business, which will be considered in 2022-23.

Business Support Services

Workforce Development

Work continued to attract, recruit, and develop a workforce fit to deliver on the charity's strategy. This has been achieved through strategy reviews and by promoting and adopting a culture of personal and professional development which reflects our values of We Listen, We Learn, We Care.

Recruitment

Like many employers, ACM struggled to attract and recruit into new roles throughout the reporting period. This is due to a highly competitive, employee led jobs market and over 1 million people taking themselves out of the jobs market during the pandemic. Whilst the charity is an accredited Real Living Wage Employer, salaries for management and specialist roles are on average 15% higher than ACM is able to pay. For example, during the period we lost our Fundraising Officer to a large national charity who were paying £7k pa more for the same role. We lost two Senior Leaders (Head of Charity Services and Head of Business Support) to national charities paying around £6k pa more than us. In June 2022 we lost our Head of Enterprise to a national charity paying a significantly higher salary.

The fact that our income from grant sources has been stagnant (reducing in real terms annually) is the most significant risk we face as a going concern. With budget outturns recording deficits in the tens of thousands and budget projects for the year ahead also projecting budget deficits, serious and urgent questions need to be asked about how much longer the charity can continue delivering services that are subsidised by the charity's ever decreasing reserves.

Remuneration and Job Evaluation

ACM aims to continue being a Real Living Wage Employer, whilst navigating the limits posed by existing funding. As it aims to attract and retain talent, it will continue to develop a job and role structure to benchmark against the Third Sector and Public Sector. It is important to have a fair pay structure which aligns with the roles and responsibilities which it delivers.

Following pay and remuneration reviews of all roles up to and including middle-management over the previous 5 years, 2021/22 concluded with a robust review of the Chief Executive Officer and the Senior Leadership Team salaries. The CEO had not received a pay increase for over 10 years and whilst the Senior Leadership Team roles were relatively new (created in 2014) it was recognised that the breadth and depth of those roles had changed considerably in recent years. A salary benchmarking exercise revealed that the median salary for a CEO in a similar size and type of charity was advertised at 35% more than the charity CEO was being paid. Senior leadership salaries were advertised at 20% more than the charity was paying. The Board acknowledged the risk of not being able to offer competitive salaries to its existing staff but also recognised the challenges of increasing salaries without corresponding increases in income.

In May 2022, the Board agreed to increase the CEO and senior leadership team salaries by 11% from July 2022. Work will continue in 2022/23 and beyond to ensure sufficient income is generated to support this extra cost.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Staff Engagement

We have continued to improve staff engagement through social and work activities – implementing co-production ethics and tools into our work for the development of policies and procedures, as well as organisational strategies. ACM aims to promote champions within the organisation on a number of topics which matters to the staff, such as environmental and ecological issues, social events, mental health, well-being.

Equality and Diversity

We will have continued to recruit staff, trustees and volunteers who reflect the diversity of the society we live in and deliver services to. We have developed policies and work practices that address the menopause, gender identity, domestic violence and other initiatives such as dog friendly office policies, which have proven to enhance staff well-being in the workplace, whilst also being inclusive of childless staff.

We aim to promote the Welsh Language and improve the number staff who have no knowledge of the Welsh Language by at least 5%, as part of the Well-being of Future Generations Act goal: *A Wales of vibrant culture and thriving Welsh language.*

Digital Transformation

The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources. The charity has achieved its ambitions for digital transformation in the following areas:

- SharePoint – Moving on a Cloud platform to promote agile working and saving on cost of a physical server.
- HR Software - Streamlines HR functions whilst promoting staff engagement and independence on matters of training, performance, annual leave and access to their data and information.
- Digital Collaboration – The ability for different teams to collaborate and share information, reducing the use of emails.
- Digital Equipment – The use of tablets for outreach workers.
- Digital Shopping – For fundraising and trading solutions at a click
- Digital Inclusion – Continued work with organisation such as Digital Communities Wales which supports the work of ACM in bringing our users on the journey with us and not to be left behind in a fast technologically changing environment.
- Digital solutions – finance, procurement, and other business support processes which provide a swift and efficient service and experience, whilst maximising public funds, and also the use of QR codes to allow people to donate money to the charity using their smartphone.

Governance

The Board is active in keeping in touch with governance issues, good practice and news via channels and literature such as the Charity Commission newsletter, Charity Times, Governance and Leadership. It has reviewed its skills and training needs and will be planning and attending training and recruiting accordingly.

Having achieved Trusted Charity Level 1, it aims to benchmark its performance against the Charity Governance Code which recommends good practice principles of:

- **Organisational purpose** - The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
- **Leadership** - Every charity is led by an effective board that provides strategic leadership in line with the charity's aims and values.
- **Integrity** - The board acts with integrity, adopting values and creating a culture which help achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.

4. ACHIEVEMENTS AND PERFORMANCE – continued

- **Decision-making, risk and control** - The board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.
- **Board effectiveness** - The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.
- **Equality, diversity and inclusion** - The board's approach to diversity supports its effectiveness, leadership and decision-making.
- **Openness and accountability** - The board leads the organisation in being transparent and accountable. The charity is open in its work, unless there is good reason for it not to be.

The Workforce

We are incredibly proud of the people who work for Age Connects, whether in paid employment or as volunteers. All our workers are committed to developing themselves personally and professionally by undertaking vocational qualifications that will give them confidence and improve the quality of the service they provide.

During the year the Charity employed up to 60 people. We believe that our people are our most important resource, and we demonstrate our commitment to them people by ensuring they are given every opportunity to reach their full potential. We ensure all workers undergo a thorough and meaningful induction that sets them up with the information and tools necessary to become a valued member of the workforce.

Our mandatory training programme for all new starters who will be working directly with older people ensures we comply with legislative requirements.

The value and role of volunteers in supporting our work should not be underestimated. During the year we deployed over 70 volunteers to work across the organisation in a variety of roles from befriending, admin support staff and fundraisers.

Equality and Diversity

We do not discriminate against people on the grounds of:

- Age.
- Gender reassignment.
- Being married or in a civil partnership.
- Being pregnant or on maternity leave.
- Disability.
- Race including colour, nationality, ethnic or national origin.
- Religion or belief.
- Sex.
- Sexual orientation.

We endeavour to provide an accessible service to our workers, our service users and our partners. We strive to meet the need of people with sensory impairment and people for whom English is a second language. We can also provide communication using British Sign Language and in Welsh.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Living Wage

We are proud to have achieved and maintained the Living Wage Accreditation. Being a Living Wage Employer is voluntary and the charity believes that everyone deserves to earn a wage which meets living costs. Regardless of age, we pay all our employees, casual workers and contractors a living wage and this has benefited 80% of our workforce.

Staff Retention

As previously mentioned, we utilised the Job Retention Scheme for eligible employees and was, therefore, able to provide job security to our employees at a time of economic uncertainty. Measures were taken to assess and accommodate our workforce during the pandemic to ensure we supported those that needed to self-isolate, shield or work from home. As a fair and supportive employer, the charity, made the decision to exclude any Covid-19 related sickness from affecting an employee's sickness record during this national crisis.

Significant challenges we have faced with staff retention include the substantial loss of funding for a service resulting in the voluntary redundancy of 9 members of staff and a reduction in hours for a further 5 workers in March/April/May 2022 and the loss of our Fundraising and Events Officer, Head of Charity Services, Head of Business Support and Head of Enterprise between October 2021 and June 2022. The last six months of the reporting year brought unprecedented pressure to bear on the organisation and so the continued high performance of the charity during this difficult time should not be undervalued.

Well-being and keeping in touch

Our staff received regular briefing during the pandemic and national lockdown to keep them up to date with:

- Government guidelines.
- Service updates.
- Staff updates and contacts.
- Referral pathways to mental health agencies.
- Well-being coping strategies.
- Encouragement to use the Employee Assistance Scheme.
- (Self) referral information to the Staying Well at Work (RCTCBC European Funded) initiative.
- Invite staff to Cuppa Over Lunch virtual sessions.

A staff survey showed that the workforce felt supported during the pandemic. Respondents said they felt that the charity had acknowledged the anxiety induced by Covid-19 and put in place sufficient measures to ensure staff felt supported, engaged and able to express their concerns to their line managers.

Agile Working and Digital Support

Staff who were able to work from home, were empowered to do so through the provision of equipment, server access, IT solutions, as well as induction to using online collaborative platforms, such as Teams and Zoom. New and innovative solutions were adopted to respond to our telephony requirement and allow our staff to work from home whilst delivering information and advice services by phone. Those working from home were provided with a Self-Display Screen Assessment as well as HSE guidance on home working.

Good Governance

The Board was supported to meet online and continued to perform their roles and responsibilities during the pandemic. This provided leadership and good governance to the charity at a time where it needed it most.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Quality Assurance Management

Age Connects Morgannwg is constantly looking to improve and enhance our service quality. Through effective use of service-user feedback, all services are regularly evaluated, and information collated is utilised to improve and inform service delivery models.

Quality is about trying to do better: better in both the services the organisation offers and in the way the organisation runs. Age Connects Morgannwg invests in quality, in order to:

- Improve effectiveness and efficiency.
- Improve satisfaction of service-users, staff and volunteers.
- Develop consistency across sites and services.
- Checking and prevention of potential risks and issues.
- Set improvement targets and priorities and monitor progress against them.
- Comparison with other organisations, leading to improvements.
- Demonstrate quality of service to funders.

Trustee Charity Mark (Level 1)

In spite of all the pressures put on the charity through recovering from flooding and responding to a national crisis, the charity achieved the nationally recognised quality award, Trusted Charity Level 1 in 2020. It is a quality standard which assesses the charity's ability to deliver on key areas:

- Leadership and governance.
- Financial management.
- Assessing outcomes and impact.

Unfortunately, there is not an option for the charity to attain Level 2 as the Trusted Charity Mark programme is no longer available. We will, however, continue to work embrace the expectations of Level 2 and use the guidance as an internal audit of our performance.

Advice Quality Standard

Age Connects Morgannwg successfully re-attained the AQS standard for a further 2 years up to December 2022. Work to prepare for this coming audit has already begun. Our retention of this standard will continue to illustrate that the organisation facilitates a positive culture of involvement and consultation, strong team working and loyalty to the organisation. We have a comprehensive referral and signposting procedure. There is a very strong commitment to meeting service users' needs through effective quality procedures and a committed and professional workforce.

5. PLANS FOR FUTURE PERIODS

Our key long-term strategic objectives are:

- To provide services in line with our object and vision.
- To build on the Charity's culture and ethos.
- To raise awareness and campaign for a fair deal for older people.

To achieve these objectives:

- **We will listen to older people and use what they tell us to inform our work.** We will secure sufficient funding to develop our Reaching Out Programme to include a robust engagement and participation plan that will influence not just the way we work but will strengthen their voice with policy makers. We will seek to work with younger older people and new generations of older people by embracing the digital age, new technology and new solutions to support the development of age-friendly communities. We will use Cynon Linc as a hub for learning more about the aspirations and challenges of today's older people and how the generations can work together to achieve lasting improvement.
- **We will use our influence to be a champion for older people.** We will continue our engagement with Local Health Boards, Local Government and Regional Partnership Boards, so that we are fully engaged in the integration agenda, Social Services and Well-being Act, prudent health care, Future Generations Act, and A Healthier Wales; making a compelling case for Health and other funding to support Hospital to Home, social prescribing, and proactive programmes such as Be Well in Your Community and Stay Well@Home. Through Age Connects Wales, we will continue to make representations to Welsh Government, improving how we use our expertise, research, data, and evaluation to advocate for older people across Wales, strengthen the case for supporting local delivery by local charities and influence better national policy for older people.
- **We will increase and improve our volunteer workforce to create a more sustainable future.** From our engagement with older people, we will identify opportunities for volunteering within the charity that ensure we can meet the needs of older people, offer learning and routes to employment for those wishing to return to work or those seeking first time experience. We will strengthen our volunteer retention and improve recruitment by working with time credit organisations and by being clear about the range of volunteering opportunities within the charity. We will recruit volunteers on a community/neighbourhood level and in response to specific requests for support.
- **We will develop diverse, sustainable income streams to support our work and build our resilience.** We will increase unrestricted income from existing social enterprise at Cynon Linc and via Simply Nails. From our research, we will explore opportunities to meet the needs of older people via trading in products and services such as Wills, Financial Planning and Insurance Products. We will develop these in partnership with trusted preferred providers. We will strengthen our community fundraising by harnessing the existing support we receive and building on it. We will continue to develop our links with business through BNI, to attract long term corporate support and become a publicly recognised charity supported by individual donations, legacy giving, increased Trust funding, and corporate support.
- **We will invest resources in the growth and welfare of our people.** Sustainable help and support for older people relies on a strong, skilled workforce that understands the environment in which it works and puts older people at the heart of everything it does. Our commitment to supporting, developing and nurturing our people is backed up by our investment in improving their wellbeing at work through a range of programmes that focus on mindfulness, talking therapies and coaching. Our paid staff and volunteers work with some of the most vulnerable older people in our communities. It is essential, therefore, that we create a network of support that builds and encourage resilience. We will create a culture of sustainable leadership through learning and improvement that is person centred.

5. PLANS FOR FUTURE PERIODS – continued

- **Collaboration and Co-production at Cynon Linc** The Cynon Linc Project allows the charity to realise a number of its strategic priorities, particularly in relation to sustainable sources of funding, strengthening the charity's position and profile and creating the space for more social enterprise activity. This opportunity also comes with potential risks, not least the ability to raise sufficient income to meet operating costs but also achieve the levels of profit required for re-investment in future growth.

The Charity trustees and the delegated Cynon Linc Project Board will have to ensure sufficient governance arrangements are in place and that adequate risk management strategies are applied to ensure the project is well managed and delivering on its objectives.

The charity intends to focus on the following operational plans for the year **2022-23**:

Objective	Success Criteria
We will create opportunities for older people to inform and improve our work	<ul style="list-style-type: none"> • New developments/initiatives based on our research • Evidence of change, as a result, of engagement • Better quality services and support • We know the impact we have on the lives of older people
We will use our influence individually, collectively and in partnership to be a champion for older people	<ul style="list-style-type: none"> • The organisation is acknowledged and sought out as a sector leader/expert advisor/consultative forum on matters concerning older people • We see changes in policy and practice involving older people
We will increase and invest our volunteer workforce to sustain the work of the charity	<ul style="list-style-type: none"> • We have a clear plan of the opportunities to volunteer within the charity • Our core activities are delivered using volunteer support • Our volunteers are our greatest ambassadors • We know the impact of volunteering on the charity's future, on the volunteers themselves, and on the people they support
We will develop and grow sustainable income streams to support our work and build our resilience	<ul style="list-style-type: none"> • We know our market and develop products and services that meet its needs • Unrestricted and independent income to the charity increases by 100% • We are funding core activity through unrestricted income • We operate on a full cost recovery basis
We will invest resources in the growth and welfare of our people.	<ul style="list-style-type: none"> • Our staff, volunteers and Trustees feel that their contribution to the charity is valued • Staff retention is high • Staff sickness is low • Our staff, volunteers and Trustees are our greatest ambassadors

5. PLANS FOR FUTURE PERIODS – continued

Our **Charity Services** Department will:

- Continue to identify and grow partnership working with other organisations, with a focus on expanding our provision into Bridgend.
- Extend and expand our engagement work with older people and other stakeholders.
- Seek funding to embed the services that can continue to support older people, such as funding for dementia care (non-domiciliary care) and support (short-term respite), as well as an expansion of the Information and Advice provision. Submit a tender to continue the provision of our advocacy service.
- Work with and support the Information and Advice team to prepare for and meet the requirements of the AQS audit, anticipated to take place in December 2022.
- Continue with a review of our service delivery model to ensure that all our services are fit for purpose.
- Continue the work done to embed our volunteer offer throughout the organisation.
- Complete and present the findings of the research carried out to identify the expectations of older age, this inform and support the review of our service delivery model.
- Prepare for clients support needs to increase and/or change during the winter months caused by further issues with Covid-19, and develop a strategy based on the knowledge gained from the previous year.

6. FINANCIAL REVIEW

A detailed analysis of income and expenditure for 2021-22 has been completed and compared with analysis from previous years. The business plan addresses perceived weaknesses and identifies potential opportunities. Regular monthly reporting procedures ensure that senior managers and Trustees are aware of the actual position in respect of income and expenditure against forecasts. Contingency plans have been established to take corrective action, where necessary.

The Charity will, to a certain extent, always be at risk of cuts to funding and contracts. It is, however, able to react to cuts and that is an important quality for any third sector organisation. The Charity's ability to 'cut its cloth' in the last year speaks for itself.

In August 2019, the charity started to utilise a 'Full Cost Recovery' model for the allocating of its expenditure. This meant that the true cost of each service level agreement was recognised, and the central office expenditure was decreased.

Comparison of 2020-21 with 2021-22

The Statement of Group Financial Activities for the year is set out on page 39. Total incoming resources for the Group decreased from **£2,394,133 to £2,119,616** a decrease of **11.5%**. This decrease largely relates to a fall in capital income received for the Cynon Linc renovation project which was completed during the year, and building opened on the 4th October 2021. Total resources expended increased from **£990,466 to £1,409,181**, an increase of **42%**. Employee costs represent **71% (2021: 79%)** of total expenditure, and these have increased from **£782,805 to £998,595**.

The **subsidiary** company made a loss for the year of **£618** for the year (2021: **£318**) and has shareholders' funds of **£3,212** (2021: **£3,830**).

Investment Policy

Age Concern Morgannwg are currently in the process of reviewing and implementing their investment policy.

Reserves Policies

The Trustees have reviewed the reserves policy and:

- Analysed income and expenditure.
- Assessed past performance.
- Considered forecast based on changes in the social and health care environment.
- Assessed the economics of the Charity's programmes.
- Identified areas of risk.
- Identified exit costs should all the Charity's income streams cease at once.

The Board has designated funds for the following purposes:

- Age Connects Wales Membership.
- Developing of Trading Opportunities.
- Disaster Recovery.
- Digital Improvements.

General Reserve Fund

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

The review concluded that a General Reserve Fund equivalent to approximately six months of operating costs is desirable. This fund includes funds designated for specific purposes.

6. FINANCIAL REVIEW - continued

The reserves policy recognises the need to hold reserves to ensure funds are available to pursue the primary objects should the income levels fall, and to be able to operate an exit strategy should the Charity have to cease operations. Total reserves are £2,649,440 (2021: £1,939,005) at the balance sheet date. Of this £1,951,703 (2021: £1,310,237) is represented by tangible fixed assets leaving £697,737 (2021: £628,768) as the free reserves. This amounts to 33% (2021: 26%) of total income.

The free reserves of £697,737 represents 50% (2021: £628,768 and 64%) of the operating cost, or the equivalent of 6 months (approximately) of operating cost. The charity aims to maintain a minimum 6 months of operating costs in free reserves and will endeavour to return to this position in the coming 12 months.

Following a board review, closure costs of the charity have been assessed at £136,881 (2021: £198,461).

It should be noted that within the free reserves, there is a total of £76,599 (2021: £127,000) allocated to designated reserves (detailed in Note 16), as well the closure costs noted above. This leaves an available free reserves figure of £484,297 (2020: £303,307). The increase during 2021 is largely due to a fall in designated funds due to the Cynon Linc Relocation Fund no longer being required, as well as a fall in estimated closure costs due to long serving members of the team leaving the charity during the period.

However, the Charity remains in a reasonably challenging position financially, and continues to actively pursue additional funding options, both project related, and in particular, contributions towards core running costs. To re-iterate this, it should be highlighted that despite the surplus reported in the period of £710,435 (2021: £1,403,667), if the non-recurring Cynon Linc Construction project surplus (made up of income less depreciation charges) of £801,057 (2021: £1,145,585) is excluded, then the underlying result for the year was a deficit of £90,622 (2021: surplus of £258,882) for the period.

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

Restricted Funds

These funds, amounting to £2,271,146 (2021: £1,589,264) in total, are restricted to the purposes identified in note 16.

Of this restricted reserve figure of £2,271,146, £2,121,628 is in relation to funds connected to the Cynon Linc Construction Project.

Acknowledgements

The Board is keen to acknowledge the support provided by those organisations listed on Page 34.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity has a general vision of a society where older people are respected and enabled to meet their aspirations. The mission of the Charity is to improve the quality of life of older people.

Governing Document & Legal Status

Age Concern Morgannwg (the Charity) is an incorporated association. Company number: 06717361 with charitable status, governed by a Constitution – Registered Charity Number: 1129973. The Charity's operating title is **Age Connects Morgannwg**.

The Charity was constituted in 1977 following registration in 1978 as the Council for the Elderly in Mid Glamorgan. In 1999, a further resolution was passed and approved by the Charity Commission for the name of the Charity to become Age Concern Morgannwg and that its area of benefit changed to reflect the local government reorganisation.

Membership

Membership of the organisation is open to individuals and organisations who apply to the Charity and are approved by the Trustees. Membership is not transferrable and, currently, the only members of the organisations are the Directors of the organisation who also comprise of the Board of Trustees. The Directors have the right to establish classes of membership with different rights and obligations which are recorded in the register of members.

Appointment of Trustees

A regular review of the Boards succession and skills needs are performed to ensure that the Board recruit trustees to meet its skills gaps and support its strategic leadership through a fair, equal and consistent recruitment process.

Applications for potential trustees are sought by press advertisement, through registration with appropriate local networks and associations, and through invitations sent out in member mailings. An individual aged 16 years and older may apply.

Membership of the Board of Trustees consists of the Chair and eight other Trustees elected by members of the Charity as determined by the Charity's Regulations. The Board also has the power to co-opt persons to serve as members of the Board until the next election of Trustees.

Board members become members of the Charity from the time of their election. One-third of the trustees are required to stand down by rotation at each annual general meeting and may seek further reappointment.

Trustee Induction & Training

The Charity has completed its review of the process for recruiting Trustees. Potential Trustees are initially provided with reports and the organisation's strategy, that will enable them to judge whether to pursue an appointment. Application forms are completed prior to an interview with the Chair of the Charity and the Chief Executive Officer. If candidates are regarded as suitable, and wish to pursue an appointment, they are invited to observe a Board or Committee meeting and their application reviewed by the Board. Following satisfactory completion of the recruitment process, the Board will recommend appointment, as a trustee, to the Annual General Meeting.

The ongoing induction process involves meetings with key staff and attendance at training sessions, conferences, trustees and staff away days.

Organisation Governance and Structure

The Board has the overall responsibility for the governance of the Charity. It meets at least six times a year.

The Board delegates' authority to the Charity Executive who leads the Management Team in the day to day management of the Charity, working within the financial framework, procedures and policies set down by the Board. The Chief Executive has delegated authority for human resource planning, employment, service development and finance.

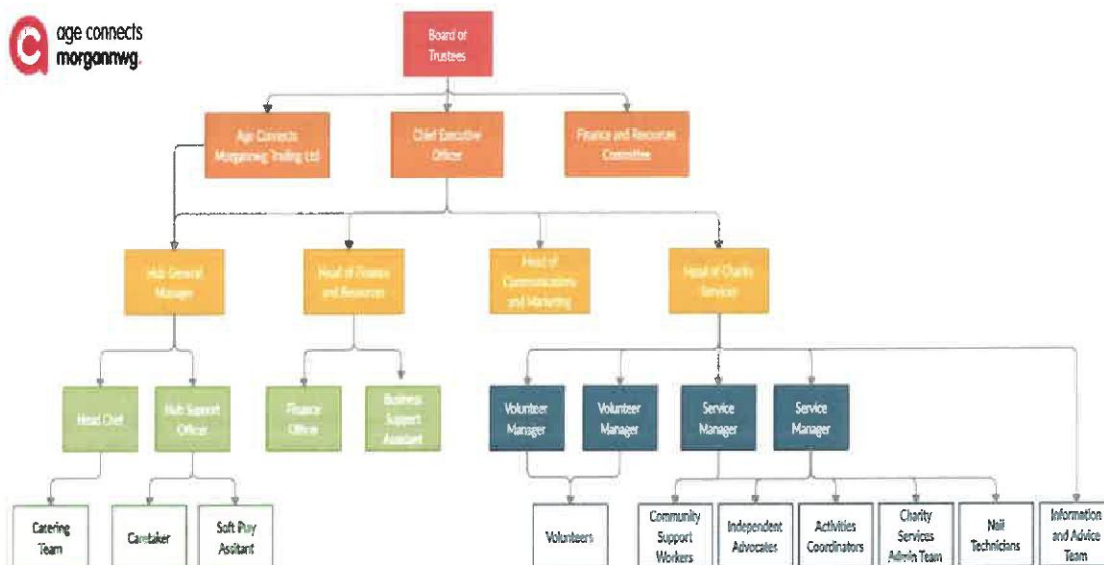
7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The Board also delegates authority to the non-executive directors of its two subsidiaries, Age Concern Morgannwg Trading Limited and Age Concern Morgannwg, a dormant charity (Charity Number: 507495). It receives quarterly reports and meeting minutes of the Age Concern Morgannwg Trading Limited's progression and performance.

The Senior Leadership Team changed during the reporting period. In October 2021, the Head of Charity Services left the organisation and was not replaced until March 2022. In December 2021, the Head of Business Support left the organisation and was replaced by a new role, Head of Finance and Resources, in July 2022. The Head of Enterprise left the organisation in June 2022 and will not be replaced. At the time of writing, the Senior Leadership Team comprises:

- Chief Executive Officer (FT)
- Head of Finance and Resources (PT)
- Head of Charity Services (FT)
- Head of Communications and Marketing (PT)
- Cynon Linc General Manager (FT)

The Senior Leadership Team is supported by a team of five operational Service Managers.



Related Parties

The Charity is an active member of Age Connects Wales (ACW) (Company Number: 8104542). The alliance is made up of independent and autonomous Age Connect organisations, which share common aims and values working together to add value to the work and role of Age Connect in Wales.

Our membership of Age Connects Wales does not impose any influence or requirements on the Charity's internal policy or strategic planning framework, nor does it have any financial implications.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks, to which the Charity is exposed, have been reviewed and systems established to mitigate those risks. The Board has identified the following significant risk areas (above score 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

The scoring puts greater emphasis on impact and uses the scoring system from the Charity Commission, *Charities and Risk Management (CC26)*.

Risk Rating Impact: 1 - Insignificant; 5 – Catastrophic.

Risk rating Likelihood: 1- Remote; 5 - Highly probable.

Risk and Mitigation	Likelihood (x)	Impact (y)	Score (xy+y)
Discontinuation of funding, contracts and Service Level Agreements: Evidence the need and value of our services. Diversify our offer and apply for funding for our core activities. Continue to strive for excellence and keep up good relationships with our SLA providers. Negotiate longer term contracts which reflect annual cost increases in an attempt to promote sustainability and longer-term planning.	3	5	20
Impact of Covid on demand for services: Work with older people and local planners/funders to understand and respond to potential impact of living with long-Covid. Through engagement work, better understand and respond to numbers older people experiencing increased isolation post Covid.	3	5	20
Inability to recruit and/or retain skilled and talented staff: Development and implementation of Work Force Development Plan with annual appraisal and training audit/programme.	3	5	20
Cynon Linc not achieving its income targets: Development of a robust income generation plan supported by a targeted communications strategy.	3	5	20
Data Security: To mitigate the risk of cyber-attacks and data breaches we will update our security strategy, examine password protocols and review our data hosting arrangements.	3	5	20

The effect of a possible cessation of a major income stream has been evaluated and the ability to restructure and continue other services without impairment is underpinned by the reserves policy and the diversification of income streams.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

Leased Property

The charity's head office is now based at Cynon Linc in Aberdare. Cynon Linc is a community asset transfer on a long-term lease from Rhondda Cynon Taf County Borough Council. It also has public offices at 5-7 Mill Street Pontypridd, which are leased from PropMarket.

Insurance Cover

This has been reviewed in the year and the Charity maintains appropriate policies. Insurance is reviewed annually by the Board.

Pay and Remuneration

The Board considered the pay and remuneration of staff; and all staffs, contractors and casual workers were moved to the Living Wage from 1 April 2020 and the charity is now Living Wage Accredited. The Board continues its work to evaluate the remuneration of its staff, through evaluation of its pay structure.

Quality Standard

The charity obtained the Trusted Charity Mark Level 1. Trusted Charity is a quality standard that starts with a self-assessment. It is designed to enable staff, volunteers, and trustees to get involved in assessing how well their organisation is doing. The self-assessment process involves people in the organisation making judgements and providing evidence about the organisation's performance against the defined Trusted Charity indicators aligned with the 11 quality areas. The Trusted Charity Mark is a quality mark awarded to an organisation after an external assessment. It is a nationally recognised award.

8. REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number	06717361
Registered Charity Number	1129973
Principal & Registered Office	Cynon Linc Seymour Street Aberdare CF44 7BD

The Directors and Trustees

The trustees who served on the board of the Charity during the period were as follows:

Christopher Ward – Chair
Lynda Williams – Vice Chair
Colette Coleman (resigned 01/10/21)
Ashley Bale (resigned 01/10/21)
Mair Evans (resigned 01/10/21)
Gary Owen
Chris Williams
Richard Shaw
Nicola Jones
Natasha Applasamy – Company Secretary (resigned 17/12/21)
Kseniia Malko – Company Secretary (appointed and resigned 17/12/21)
Rachel Rowlands – Company Secretary (appointed 17/12/21)

Age Concern Morgannwg Trading Limited

The directors of the charity's trading subsidiary who served during the period were as follows:

Antony Worsley
Colette Colman (resigned 01/10/21)
Christopher Ward
Rachel Rowlands - Company Secretary

Chief Executive Officer	Rachel Rowlands
Senior Management Team	
Head of Business Support	Natasha Applasamy (Resigned 31/12/21)
Head of Finance & Resources	Claire Clarke (Resigned 20/05/22) Steve Pearce (Appointed 25/7/22)
Head of Charity Services	Bethan Shoemark-Spear (Resigned 08/10/21) Paula Hodge (Appointed 07/03/2022)
Head of Enterprise	Adele Harries-Nicholas (Resigned 17/06/22)
Head of Communications and Marketing	Jonathan Curtis
Cynon Linc General Manager	Karen Davies

8. REFERENCE AND ADMINISTRATIVE DETAILS - continued

Auditors	Advantage Accountancy and Advisory Ltd Chartered Certified Accountants and Statutory Auditors Carlyle House 5-7 Cathedral Road Cardiff CF11 9HA
Bankers	Barclays 91 Taff Street Pontypridd CF37 4SN Hodge Bank One Central Square Cardiff CF10 1FS Handelsbanken Bridgend Branch 3 Old Field Road Bocam Park Bridgend CF35 5LJ Nationwide Building Society Kings Park Road Moulton Park Northampton NN3 6NW Monmouthshire Building Society John Frost Square Newport NP20 1PX
Solicitors	Geldards Solicitors Dumfries House Dumfries Pl Cardiff CF10 3ZF Hek Jones 14 Cathedral Road Cardiff CF11 9LJ
Pension Scheme Advisors	Not Appointed

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees (who are also the directors of Age Concern Morgannwg Limited for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that period. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charity SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and to enable it to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, the applicable Charities (Accounts and Reports) regulations and the provisions of the trust deed. It is also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant information of which the Charitable Company's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable Charity's auditors are aware of that information.

AUDITORS

Advantage Accountancy & Advisory Ltd will be proposed for reappointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (effective 1 January 2015) and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The Report of the Trustees was approved by order of the board of trustees, as the company directors, on the and signed on the board's behalf by:


.....
Rachel Rowlands – Chief Executive Officer

Date:

**Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2022**

Opinion

We have audited the accounts of Age Concern Morgannwg Limited for the year ended 31 March 2022 which comprise of the Group Charitable Company Statement of Financial Activities, the Group and Parent Charitable Company the Balance Sheet, the Group cashflow and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the accounts:

- give a true and fair view of the state of the Group's and the parent charitable company's affairs as at 31 March 2022 and of the Group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the accounts section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the accounts in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the trustees, with respect to going concern, are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the accounts and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the accounts does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the accounts, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the accounts or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the accounts or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of the audit;

- The information given in the Trustees' annual report for the financial year is consistent with the financial statements;
- The strategic report and the Directors' report included within the Trustees Report have been prepared in accordance with applicable legal requirements.

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2022

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the trustees and its environment obtained in the course of the audit, we have not identified material misstatements within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibility of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of accounts that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained understanding of the legal and regulatory frameworks applicable to the company and the sector in which they operate. We determined that the following laws and regulations were most significant: The Companies Act 2006 and UK corporate taxation laws.
- We obtained an understanding of how the company is complying with the legal and regulatory frameworks by making enquiries with management. We corroborated our inquiries through our review of board minutes and legal correspondence.
- We assessed the susceptibility of the company's financial statements to material misstatements, including how fraud might occur. Audit procedures performed by the engagement team included:
 - identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud;
 - understanding how those charged with governance considered and addressed the potential override of controls or other inappropriate influence over the financial reporting process;
 - challenging assumptions and judgements made by management in its significant accounting estimates;
 - identifying and testing journal entries, in particular any journal entries posted with unusual account combinations; and
 - assessing the extent of compliance with relevant laws and regulations.

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2022

A further description of our responsibilities available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance Chapter 3 of Part 16 of the Companies Act 2006 Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Stephen John Bickerton (Senior Statutory Auditor)
For and on behalf of Advantage Accountancy & Advisory Ltd
Chartered Certified Accountants & Statutory Auditors
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Date:

Age Concern Morgannwg Limited
Consolidated Statement of Financial Activities
(Incorporating the Consolidated Income and Expenditure Account)
for the year ended 31 March 2022

		Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
Income from:	Note	£	£	£	£
Donations and legacies	2	7,738	-	7,738	30,759
Charitable activities	4	96,480	1,928,965	2,025,445	2,355,194
Other trading activities	3	85,687	-	85,687	7,683
Investments	5	746	-	746	497
Total Income		190,651	1,928,965	2,119,616	2,394,133
Expenditure on:					
Raising funds	6	2,034	-	2,034	3,665
Charitable activities	6	160,064	1,247,083	1,407,147	986,801
Total expenditure		162,098	1,247,083	1,409,181	990,466
Net (expenditure) / income		28,553	681,882	710,435	1,403,667
Transfers between funds		-	-	-	-
Net movement in funds		28,553	681,882	710,435	1,403,667
Reconciliation of funds					
Total Funds bought forward		349,741	1,589,264	1,939,005	535,338
Total funds carried forward		378,294	2,271,146	2,649,440	1,939,005

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derives from continuing activities.

Age Concern Morgannwg Limited
Comparative Consolidated Statement of Financial Activities
(Incorporating the Consolidated Income and Expenditure Account)
for the year ended 31 March 2021

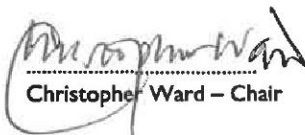
		Unrestricted	Restricted	Total
		Funds	Funds	2021
Income from:	Note	£	£	£
Donations and legacies	2	30,759	-	30,759
Charitable activities	4	76,998	2,278,196	2,355,194
Other trading activities	3	7,683	-	7,683
Investments	5	497	-	497
Total Income		115,937	2,278,196	2,394,133
Expenditure on:				
Raising funds	6	3,665	-	3,665
Charitable activities	6	116,351	870,450	986,801
Total expenditure		120,016	870,450	990,466
Net (expenditure) / income		(4,079)	1,407,746	1,403,667
Transfers between funds		-	-	-
Net movement in funds		(4,079)	1,407,746	1,403,667
<u>Reconciliation of funds</u>				
Total Funds brought forward		353,820	181,518	535,338
Total funds carried forward		349,741	1,589,264	1,939,005

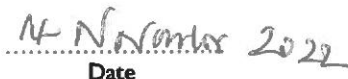
Age Concern Morgannwg Limited
Balance Sheet
for the year ended 31 March 2022
Registered Company Number: 06717361 (England and Wales)

		2022		2021	
		Group	Charity	Group	Charity
		2022	2022	2021	2021
	Notes	£	£	£	£
Fixed assets					
Tangible assets	11	1,951,703	1,951,703	1,310,237	1,310,237
Investments	12	-	2	-	2
		<u>1,951,703</u>	<u>1,951,705</u>	<u>1,310,237</u>	<u>1,310,239</u>
Current assets					
Current asset investments	13	102,875	102,875	102,129	102,129
Debtors	14	264,316	272,983	438,427	446,594
Cash at bank and in hand		452,600	440,719	568,347	556,350
		<u>819,791</u>	<u>816,577</u>	<u>1,108,903</u>	<u>1,105,073</u>
Current liabilities					
Creditors falling due within one year	15	(122,054)	(122,054)	(480,135)	(480,135)
		<u>697,737</u>	<u>694,523</u>	<u>628,768</u>	<u>624,938</u>
Net current assets					
Provisions for liabilities		-	-	-	-
NET ASSETS		<u>2,649,440</u>	<u>2,646,228</u>	<u>1,939,005</u>	<u>1,935,177</u>
Funds					
Restricted income funds	16	2,271,146	2,271,146	1,589,264	1,589,264
Unrestricted income funds	16	378,294	375,082	349,741	345,913
Total charity funds		<u>2,649,440</u>	<u>2,646,228</u>	<u>1,939,005</u>	<u>1,935,177</u>

The trustees wish to highlight that within the restricted reserves of £2,271,146 (2021: £1,589,264) at the 31st March 2022, £2,121,628 (2021: £1,320,605) relates to the Cynon Linc Construction Project which was completed during the financial year, and draw attention to the Financial Review on Pages 27-28.

The financial statements were approved by the Board of Trustees and were signed on its behalf by:


 Christopher Ward – Chair


 Date

The notes form part of these financial statements

Age Concern Morgannwg Limited
Statement of Cash Flows
for the year ended 31 March 2022
Registered Company Number: 06717361 (England and Wales)

	Notes	Group 2022 £	Group 2021 £
Cash Generated used in Operating Activities	I	577,642	1,528,052
Cash flows from investing activities			
Interest income		746	225
Purchase of tangible fixed assets		(693,389)	(1,161,594)
Cash provided by investing activities		(692,643)	(1,161,369)
Increase/(Decrease) in cash and cash equivalents in the year		(115,001)	366,683
Cash and cash equivalents at the beginning of the year		670,476	303,793
Cash and cash equivalents at the end of the year		555,475	670,476

Age Concern Morgannwg Limited
Notes to the Statement of Cash Flows
for the year ended 31 March 2022
Registered Company Number: 06717361 (England and Wales)

RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM/(USED IN) OPERATING ACTIVITIES

	2022	2021
	£	£
Net (expenditure) for the reporting period (as per statement of financial activities)	710,435	1,403,667
Adjusted for:		
Depreciation charges (note 12)	51,923	23,694
Interest receivable (note 5)	(746)	(225)
(Increase)/Decrease in debtors	174,111	(324,942)
Increase/(Decrease) in creditors	(358,081)	425,858
Increase/(Decrease) in provisions for liabilities	-	-
Net cash used in/from Operating Activities	577,642	1,528,052

I. ACCOUNTING POLICIES

Basis of preparation

The financial statements of the Charitable Company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The Charitable Company's functional and presentational currency is the pound sterling (£), and balances are rounded to the nearest £1.

Preparation of the accounts on a going concern basis

The Group reported a cash outflow of £115,001 (2021: inflow of £366,683) for the year and reported a net surplus of £710,435 (2021: net surplus of £1,403,667). The trustees consider that there is no material uncertainty over the ability for the Group to continue as a going concern following the internal restructuring undertaken during the last two years. There have been and continue to be concerted efforts within the key management team to raise further funding through working with various diverse income streams in the post year-end period.

As a result, the trustees have adopted the going concern basis of accounting.

Basis of consolidation

The group financial statements include the results of the Charitable Company and its wholly owned trading subsidiary consolidated on a line-by-line basis.

The consolidated entity is known as the 'Group'.

Accounting policies specific to the Charitable Company or group in total are laid out below.

No separate company Statement of Financial Activities (SOFA) has been prepared for the Charitable Company as permitted by Section 408 of the Companies Act 2006.

Incoming resources

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. It is derived from the activities outlined below.

The charitable company delivers its services through a range of Service Level Agreements where performance monitoring information is provided to the funders on a quarterly basis. The services provided are often subject to change during the year that reflects the fluctuations in demand or the introduction of new strategies. As a result, the charitable company are expected to adapt by varying overhead allocations to reflect the cost of delivering, administering, monitoring and managing the service. There is an expectation that funders Service Level Agreements will roll on year on year provided that the objectives of the contract are being satisfied.

Donations without conditions are accounted for on a cash received basis. In the event that a donation is subject to conditions that require a level of performance before the Charitable Company is entitled to the funds, the income is deferred and not recognised in full either until those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the Charitable Company and it is probable that those conditions will be fulfilled in the reporting period.

I. ACCOUNTING POLICIES (Continued)

Incoming resources – continued

For legacies, entitlement is taken as the earlier of the date on which either:

- a) The Charitable Company is aware that probate has been granted;
- b) The estate has been finalised and notification has been made by the executor(s) that distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, whole or in part, is only considered probable when the amount can be measured reliably and the Charitable Company has been notified of the executors' intention to make a distribution. Where legacies have been notified to the Charitable Company, or the Charitable Company is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income derived from events is deferred until the criteria for income recognition are met.

Income received in the trading subsidiary represents the total value of commission receivable for the year. This income is recognised when the service to which the commission relates has been performed and entitlement to funds is probable.

Investment income is recognised when receivable and the amount can be measured reliably by the Charitable Company; this is normally upon notification of the interest paid or payable by the bank.

Rental income from operating leases (net of any incentives given to the lessee) is recognised on a straight-line basis over the lease term.

Resources expended

Expenditure is recognised once there is legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following headings:

- Costs of raising funds comprise the costs of charitable fundraising activities
- Expenditure classified as charitable expenditure comprises those costs incurred by the Charitable Company in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support the activities.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Allocation of support and governance costs

Support costs are these functions that assist the work of the Charitable Company but do not directly undertake charitable activities. Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the Charitable Company and its compliance with regulation and good practice. These costs include costs related to statutory audit and legal fees together with an apportionment of overhead and support costs.

The bases on which support costs have been allocated are set out in note 6.

Taxation

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 – 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only. No tax charges have arisen in the Charitable Company.

The non-dormant trading subsidiary does not generally pay UK Corporation Tax because the policy is to pay taxable profits to the Charitable Company as gift aid.

I. ACCOUNTING POLICIES (Continued)

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Long leasehold property improvements	-	Straight Line over Lease Term (Exp Nov-2117)
Assets under construction	-	Not depreciated
Computers and equipment	-	33.33% straight line
Fixtures and fittings	-	20% reducing balance
Motor vehicles	-	25% straight line

Investments in Subsidiaries

Investment in subsidiary entities are held at cost less impairment.

Debtors

Trade debtors and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Current asset investments

Current asset investments includes longer term liquid investments which are held, by the trustees, for investment potential. The accounting policy for interest receivable is described within 'incoming resources' above.

Cash at bank and in hand (cash and cash equivalents)

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charitable Company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Fund accounting

Unrestricted funds are those which are available for use at the discretion of the Board of Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes of the financial statements.

Designated funds are unrestricted funds of the Charitable Company which the trustees have decided at their discretion to set aside to use for a specific purpose.

Operating lease agreements

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight-line basis over the period of the lease.

Pension costs

The Charitable Company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the Charitable Company. The annual contributions payable are charged to the statement of financial activities.

1. ACCOUNTING POLICIES (Continued)

Critical accounting estimates and assumptions

The Charitable Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next year are addressed below:

(a) Useful economic lives of tangible assets

The annual depreciation charge for tangible fixed assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimate, based on technological advancement, future investments, economic utilisation and the physical condition of the assets, See note 11 for the carrying amount of each class of asset held, and above for the useful economic lives for each class of assets.

(b) Impairment of debtors

The Charitable Company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment of trade and other debtors, management consider factors including the current credit rating of the debtor, the ageing profile of debtors and historical experience. See note 14 for the net carrying amount of debtors and associated impairment provision.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
	£	£	£	£
Donations	7,738	-	7,738	30,759
Legacies and bequests	-	-	-	-
	<u>7,738</u>	<u>-</u>	<u>7,738</u>	<u>30,759</u>

3. INCOME FROM OTHER TRADING ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
	£	£	£	£
Fundraising events	15,333	-	15,333	6,850
Rental income received	36,669	-	36,661	833
Restaurant income	33,560	-	33,560	-
Other Cynon Linc income	125	-	125	-
	<u>85,687</u>	<u>-</u>	<u>85,687</u>	<u>7,683</u>

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
<u>Rhondda Cynon Taf CBC</u>				
Core Funding	21,128	-	21,128	21,128
Information and Advice	-	67,623	67,623	53,005
Independent Advocacy	-	40,000	40,000	40,455
Ysbyty George Thomas	-	21,472	21,472	15,472
Community & Day Unit Resource Centre	-	123,042	123,042	145,379
Food Support & Friends in Need	-	198	198	1,500
OPAG Support	-	2,046	2,046	2,700
Ti a Fi Parent & Toddler	-	8,054	8,054	-
Winter of Wellbeing	-	13,198	13,198	-
	21,128	275,633	296,761	279,639
<u>Cwm Taf Morgannwg HB</u>				
Better @ Home Service	-	195,176	195,176	195,176
Hospital Discharge Service	-	115,193	115,193	115,193
Ysbyty George Thomas	-	18,372	18,372	18,372
Hospital to Home	-	72,000	72,000	72,000
Winter Funding	-	-	-	8,000
Rapid Discharge	-	-	-	47,000
Enhanced Discharge	-	-	-	9,400
Vaccination Transportation	-	11,633	11,633	44,939
	-	412,374	412,374	510,080
<u>Regional Partnership Board</u>				
Keeping in Touch	-	-	-	60,359
Engagement & Capacity	-	-	-	6,300
Transformation Funding – COVID Response	-	-	-	37,568
	-	-	-	104,227
<u>Voluntary Action Merthyr</u>				
ICF – Volunteer Service	-	-	-	13,241
Covid Recovery Grant –	-	-	-	10,700
Dementia – Info & Advice	-	-	-	4,427
Befriending	-	18,622	18,622	-
	-	18,622	18,622	28,368

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES (CONTINUED)

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
<u>Community Foundation Wales</u>				
Research Project	-	-	-	5,000
Respond & Recover	-	-	-	19,700
	<u>-</u>	<u>-</u>	<u>-</u>	<u>24,700</u>
<u>Other</u>				
ICF Capital – Cynon Linc	-	766,615	766,615	1,146,957
Bridgend CBC – Bridgend Resource Centre	-	4,260	4,260	25,562
The National Lottery Community Fund – Cynon Linc	-	119,000	119,000	64,000
Merthyr Tydfil - Activities Co-ordination	-	28,500	28,500	24,921
Rayne Foundation	-	-	-	4,000
WCVA – Michael Sheen Storm Dennis Fund	-	-	-	5,000
Welsh Government - Foundational Economy Simply Together	-	-	-	55,807
WCVA – Voluntary Services Emergency Fund	-	10,230	10,230	18,640
Cwm Taf Morgannwg Mind – COVID Response	-	6,259	6,259	4,173
Pen y Cymoedd – Cynon Linc	-	-	-	1,000
Dunhill Medical Trust – Cynon Linc	-	50,000	50,000	-
Interlink – Volunteer Training	-	4,000	4,000	2,250
Interlink – Winter Pressures	-	12,000	12,000	-
Coalfields Regeneration Trust	-	2,000	2,000	-
WCVA - Volunteering in Wales	-	1,137	1,137	-
Other Income	2,566	-	2,566	8,258
Nail Cutting	43,930	-	43,930	22,737
HMRC Furlough Income	3,493	-	3,493	12,475
Hope Project	-	-	-	12,400
Salary Recharge	25,363	-	25,363	-
Social Recognition Income	-	31,717	31,717	-
Kickstart	-	15,270	15,270	-
Welsh Government – Winter Pressures	-	171,348	171,348	-
	<u>75,352</u>	<u>1,222,336</u>	<u>1,297,688</u>	<u>1,408,180</u>
Total Incoming Resources	<u>96,480</u>	<u>1,928,965</u>	<u>2,025,445</u>	<u>2,355,194</u>

**Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022**

5. INCOME FROM OTHER TRADING ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total 2022	Total 2021
	£	£	£	£
Bank interest receivable	746	-	746	225
Trading subsidiary income	-	-	-	272
	<u>746</u>	<u>-</u>	<u>746</u>	<u>497</u>

6. COST OF CHARITABLE ACTIVITIES

	Staff Costs	Premises	Other	Total 2022	Total 2021
	£	£	£	£	£
Expenditure on raising funds	-	-	2,034	2,034	3,665
	<u>-</u>	<u>-</u>	<u>2,034</u>	<u>2,034</u>	<u>3,665</u>

	Total 2022	Total 2021
	£	£
Direct costs – Information and supporting people		
Wages and salaries	892,087	728,708
Establishment costs	34,050	10,671
Repairs, maintenance & IT	11,732	9,511
Restaurant costs	23,281	-
Office expenses	18,291	12,940
Printing, postage and stationery	6,061	6,775
Direct project costs and sundry expenditure	88,683	20,752
Voluntary mileage	5,301	1,066
Motor and travel expenses	16,107	17,273
Advertising and promotion	14,295	14,636
Personal Protective Equipment	658	13,173
Legal, professional and training costs	32,384	25,503
Bank charges	994	658
Depreciation	51,236	23,694
Irrecoverable VAT	51,923	5,973
	<u>1,247,083</u>	<u>891,333</u>
Support costs – Information and supporting people		
Wages and salaries	106,498	54,097
Establishment costs	18,335	5,746
Repairs, maintenance & IT	6,317	5,121
Office expenses	9,849	6,968
Printing, postage and stationery	3,263	3,648
Motor and travel expenses	8,673	9,301
Governance costs	7,129	10,587
	<u>160,064</u>	<u>95,468</u>
Total direct and support costs	<u>1,407,147</u>	<u>986,801</u>

6. COST OF CHARITABLE ACTIVITIES – CONTINUED

Support cost	Basis of allocation
Wages and salaries	Core salaries of directorship and key, non-project management
Establishment costs	35% of weekly working hours are for office based staff
Repairs and maintenance	35% of weekly working hours are for office based staff
Office expenses	35% of weekly working hours are for office based staff
Motor and travel expenses	35% of weekly working hours are for office based staff
Printing, postage and stationery	35% of weekly working hours are for office based staff
Governance costs	Governance for audit, accountancy and trustee costs incurred

Included within governance costs are any costs associated with the strategic as opposed to day-to-day management of the Charitable Group's activities. These costs will include any employee benefits for trusteeship, the cost of charity employees involved in meetings with trustees, the cost of any administrative support provided to the trustees, and costs relating to constitutional and statutory requirements including audit and preparation of statutory accounts.

Support costs are allocated between unrestricted and restricted funds on the following basis:

As the Charitable Company has one charitable activity all support costs are allocated to this activity.

7. NET INCOME/(EXPENDITURE)

Arrived at after charging/(crediting)	2022	2021
	£	£
Operating lease rentals	29,114	17,120
Depreciation	51,923	23,694
Fees payable to auditor for:		
- audit services rendered	6,500	6,250
- assurance services rendered	-	-

8. EMPLOYEES' REMUNERATION

a. Staff costs

	Total	Total
	2022	2021
	£	£
Staff costs during the period were:		
Wages and salaries	926,104	730,213
Social security costs	44,355	31,568
Other pension costs	28,126	21,024
	<u>998,585</u>	<u>782,805</u>
Staff redundancy costs	-	-
	<u>998,585</u>	<u>782,805</u>

No redundancy costs were paid in the year to 31st March 2022. Redundancy costs are recognised in the period to which they relate. At the balance sheet date there were no outstanding liabilities.

b. Staff numbers

The average number of persons employed by the charitable company during the period was as follows:

	2022	2021
	No.	No.
Charitable activities	57	49
Support	4	3
Governance	1	1
	<u>62</u>	<u>53</u>

c. Higher paid staff

No employees had employee benefits in excess of £60,000 (2021: £60,000). Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds.

The charity trustees were not paid or received any other benefits from employment with the charity or its subsidiary in the current or comparative year. Trustees were reimbursed travel expenses of £nil (2021: £792). No charity trustee received payment for professional or other services supplied to the charity (2021: £Nil).

d. Key management personnel

Key management personnel are considered to be those personnel who are not trustees but sit within key operational and strategic roles within the Charitable Company.

The total employment benefits of the key management personnel were £138,296 (2021: £98,386) which consisted of gross pay, employers' national insurance and employers' pension cost.

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022

9. TAXATION

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 - 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that these are applied to its charitable objects purposes only.

10. CHARITABLE COMPANY RESULTS

The Charitable Company has taken advantage of Section 408 of the Companies Act 2006 and has not included its own income and expenditure accounts in these financial statements. The results of Age Concern Morgannwg Limited (the Charitable Company) are:

	Total 2022	Total 2021
	£	£
Total incoming resources	2,119,616	2,393,861
Total resources expended	(1,408,565)	(989,887)
Net outgoing resources and Net movement in funds	711,051	1,403,974
Funds:		
At 1 April 2021	1,935,177	531,203
At 31 March 2022	2,646,228	1,935,177

11. TANGIBLE FIXED ASSETS (GROUP & CHARITY)

	Long leasehold property improvements	Assets under construction	Motor Vehicles	Fixtures, fittings & equipment	Total
	£	£	£	£	£
Cost					
At 1 April 2021	146,114	1,115,740	36,567	81,230	1,379,651
Additions	-	576,836	-	116,553	693,389
Transfers	1,692,576	(1,692,576)	-	-	-
At 31 March 2022	1,838,690	-	36,567	197,783	2,073,040
Depreciation					
At 1 April 2021	6,708	-	19,807	42,899	69,414
Charged in year	10,224	-	9,142	32,557	51,923
At 31 March 2022	16,932	-	28,949	75,456	121,337
Net book values					
At 31 March 2022	1,821,758	-	7,618	122,327	1,951,703
At 31 March 2021	139,406	1,115,740	16,760	38,331	1,310,237

**Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022**

12. INVESTMENTS – LONG-TERM

	31 March 2022		31 March 2021	
	Group £	Charity £	Group £	Charity £
Cost at 1 April 2021 and 31 March 2022	-	2	-	2

Subsidiary undertakings

	Country of incorporation	Principal Activity	Class	%
Age Concern Morgannwg Trading Limited (Company Number: 03942402)	England & Wales	General commercial activities to include insurance, funeral plans and equity release commission	Ordinary	100
			2022	2021
			£	£
Capital and reserves			3,212	3,830
(Loss) for the year			(618)	(318)

This subsidiary's results are included in these consolidated financial statements.

The charity also has an interest in the following:

	Country of Incorporation	Address	Ownership	%
Age Concern Morgannwg	Dormant Charity	Cynon Linc Seymour Street Aberdare CF44 7BD	Unincorporated	100

13. INVESTMENTS – SHORT-TERM

	31 March 2022		31 March 2021	
	Group £	Charity £	Group £	Charity £
Cash deposits	102,875	102,875	102,129	102,129

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022

14. DEBTORS

	31 March 2022		31 March 2021	
	Group	Charity	Group	Charity
	£	£	£	£
Trade debtors	156,081	156,081	202,086	202,086
Amounts owed by group undertakings	-	8,667	-	8,167
Prepayments and accrued income	89,960	89,960	31,270	31,270
Recoverable VAT	18,275	18,275	205,071	205,071
	264,316	272,983	438,427	446,594

15. CREDITORS: AMOUNTS DUE WITHIN ONE YEAR

	31 March 2022		31 March 2021	
	Group	Charity	Group	Charity
	£	£	£	£
Trade creditors	58,870	58,870	439,384	439,384
Accruals and deferred income	42,921	42,921	27,556	27,556
Other creditors, social security and other taxes	20,263	20,263	13,195	13,195
	122,054	122,054	480,135	480,135

Included in accruals and deferred income above is the following deferred income:

	31 March 2022		31 March 2021	
	Group	Charity	Group	Charity
	£	£	£	£
As at 1 April 2021	-	-	26,909	26,909
Amounts released to incoming resources	-	-	(26,909)	(26,909)
Amounts deferred in the year	10,054	10,054	-	-
As at 31 March 2022	10,054	10,054	-	-

16. ANALYSIS OF FUNDS (GROUP)

	Balance at 31-Mar 2021	Incoming resources	Resources expended	Gains, losses and Transfers	Balance at 31-Mar 2022
	£	£	£	£	£
Designated funds					
Age Connects Wales	2,000	-	-	-	2,000
Development of Trading Opportunities	25,000	-	-	-	25,000
Disaster recovery	20,000	-	-	-	20,000
Digital	30,000	-	(441)	-	29,559
Cynon Linc Relocation	50,000	-	(8,297)	(41,703)	-
	127,000	-	(8,738)	(41,703)	76,559
Unrestricted funds					
General funds	222,741	190,651	(153,360)	41,703	301,735

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2021 £	Incoming resources £	Resources expended £	Gains, losses and Transfers £	Balance at 31-Mar 2022 £
Restricted funds					
<u>Rhondda Cynon Taf CBC</u>					
Information and Advice	-	67,623	(67,623)	-	-
Independent Advocacy	-	40,000	(40,000)	-	-
Ysbytu George Thomas	-	21,472	(21,472)	-	-
Community & Day Unit Resource Centre	28,738	123,042	(123,042)	-	28,738
Food Support	277	198	(198)	-	277
OPAG Support	-	2,046	(2,046)	-	-
Ti a Fi - Parent & Toddler	-	8,054	(8,054)	-	-
Winter of Wellbeing	-	13,198	(13,198)	-	-
	29,015	275,633	(275,633)	-	29,015
<u>Cwm Taf Morgannwg HB</u>					
Better @ Home Service	18,440	195,176	(195,176)	-	18,440
Hospital Discharge Service	19,933	115,193	(122,069)	-	13,057
Ysbytu George Thomas	2,010	18,372	(18,372)	-	2,010
Hospital to Home	19,797	72,000	(72,000)	-	19,797
Winter Funding	8,000	-	(8,000)	-	-
Rapid Discharge	47,000	-	(47,000)	-	-
Enhanced Discharge	9,400	-	(9,400)	-	-
Vaccination Transportation	25,940	11,633	(31,102)	-	6,471
	150,520	412,374	(503,119)	-	59,775
<u>Regional Partnership Board</u>					
Keeping in Touch	32,739	-	(6,511)	-	26,228
Engagement & Capacity	6,300	-	(6,300)	-	-
	39,039	-	(12,811)	-	26,228
<u>Voluntary Action Merthyr Tydfil</u>					
ICF – Volunteer Service	783	-	-	-	783
COVID Recovery Grant – Volunteer Service	5,147	-	-	-	5,147
Dementia – Information & Advice	2,771	-	-	-	2,771
Befriending	-	18,622	(18,622)	-	-
	8,701	18,622	(18,622)	-	8,701

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2022

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2021	Incoming resources	Resources expended	Gains, losses and Transfers	Balance at 31-Mar 2022
	£	£	£	£	£
<u>Community Foundation</u>					
<u>Wales</u>					
Research Project	1,700	-	-	-	1,700
Respond & Recover	18,542	-	(15,808)	-	2,734
	20,242	-	(15,808)	-	4,434
<u>Other</u>					
ICF Capital – Cynon Linc	1,270,616	766,615	(8,437)	-	2,028,794
Bridgend CBC – Bridgend Resource Centre	5,759	4,260	(10,019)	-	-
National Lottery Community Fund – Cynon Linc	3,896	119,000	(122,896)	-	-
Merthyr Tydfil – Activities Co-ordination	-	28,500	(28,500)	-	-
Rayne Foundation	763	-	(723)	-	40
WCVA – Michael Sheen Storm Dennis Fund	3,984	-	(1,636)	-	2,348
Welsh Government - Foundational Economy Simply Together	5,051	-	-	-	5,051
WCVA – Voluntary Services Emergency Fund	-	10,230	(10,230)	-	-
Cwm Taf Morgannwg Mind – COVID Response	1,473	6,259	-	-	7,732
Dunhill Medical Trust – Cynon Linc	49,955	50,000	(7,121)	-	92,834
Interlink – Volunteer Training	250	4,000	(4,000)	-	250
Interlink – Winter Pressures	-	12,000	(8,692)	-	3,308
Coalfields Regeneration Trust	-	2,000	(2,000)	-	-
WCVA – Volunteering in Wales	-	1,137	-	-	1,137
Social Recognition Income	-	31,717	(31,717)	-	-
Kickstart	-	15,270	(15,270)	-	-
Welsh Government – Winter Pressures	-	171,348	(169,849)	-	1,499
	1,341,747	1,222,336	(421,090)	-	2,142,993
Total Restricted Funds	1,589,264	1,928,965	(1,247,083)	-	2,271,146
Total Funds	1,939,005	2,119,616	(1,409,181)	-	2,649,440

Included within the above general funds are funds of the subsidiary amounting to £3,212 (2021: £3,830), all of which are unrestricted.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Designated Funds

ACW	For Age Concern Morgannwg share of funding costs of ACW.
Developing of Trading Opportunities	To facilitate new trading opportunities for the charity.
Disaster Recovery	To fund any unforeseen, emergency costs relating to the information technology infrastructure, premises costs or loss of business as a result of fire, flood or malicious content.
Digital	To support the charity's plans to improve access to and use of digital solutions for staff, volunteers, and customers. The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources.
Cynon Linc Relocation	To support costs associated with the charity's relocation to a new headquarters at Cynon Linc. Specifically, these funds will be used to support additional travel costs incurred by staff to their place of work and for the physical relocation of furniture from one site to another.

Unrestricted funds

General funds that are available for use at the trustees' discretion in furtherance of the objectives of the Charitable Company.

Restricted Funds

Rhondda Cynon Taff CBC - Information and Advice	Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs;
Rhondda Cynon Taff CBC - Independent Advocacy	Funding to provide independent advocacy to adults and/or their carers aged 50 and over who meet the criteria of having a care and support plan or requiring support to access the information, advice and assistance service.
Rhondda Cynon Taff CBC - Ysbyty George Thomas	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.
Rhondda Cynon Taff CBC - Community & Day Resource Centre	Funding to provide ancillary support to local authority day care settings and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities, and to continue providing support to those beneficiaries in the community where appropriate.
Rhondda Cynon Taff CBC - Food Support	Funding for 'welcome home food packs' for when patients are discharged from hospital. The packs are free at the point of delivery and include food provisions to support the older person through the initial time of being home.
Rhondda Cynon Taff CBC - OPAG Support	Funding to oversee the activity of the five 50+ Forums in RCT. The funding is to help support running costs and event costs.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Rhondda Cynon Taff CBC – Ti a Fi Parent & Toddler	Funding to support with the acquisition of equipment and set up costs for the Little Lincs soft play area.
Rhondda Cynon Taff CBC – Winter of Wellbeing	Funding to support children’s activity-based projects throughout the Winter months, as well as for equipment purchases in Little Lincs.
Cwm Taf Morgannwg HB - Better @ Home Service	Funding to support the safe discharge home from Prince Charles Hospital and ongoing support required to return to independent living, as well as the provision of community support throughout Merthyr and RCT to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.
Cwm Taf Morgannwg HB - Hospital Discharge Service	Funding to support the safe discharge home from Princess of Wales Hospital and ongoing support required to return to independent living as well as the provision of community support throughout Bridgend to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.
Cwm Taf Morgannwg HB - Ysbyty George Thomas	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.
Cwm Taf Morgannwg HB - Hospital to Home	Funding to allow the Charitable Company to continue to provide the early discharge service in the Royal Glamorgan Hospital and Prince Charles Hospital.
Cwm Taf Morgannwg HB - Winter Funding	Funding to provide additional support for those aged 50 and over the winter period.
Cwm Taf Morgannwg HB - Rapid Discharge	Funding to provide activity provision and prepare patients for discharge from the field hospital in Bridgend.
Cwm Taf Morgannwg HB - Enhanced Discharge	Funding to introduce an additional shift in our hospital discharge team in Bridgend to alleviate delayed transfers of care and ensure increased discharged support from AMU.
Cwm Taf Morgannwg HB - Vaccination Transportation	Funding to provide a vaccination transport service, free at the point of delivery, for anyone struggling to get to their COVID-19 vaccination appointment.
Regional Partnership Board - Keeping in Touch	Funding to provide keeping in touch activities in community hospitals in RCT for patients to stay connected with family and friends whilst in hospital, as well as supporting clinical teams to improve patient wellbeing with the provision of activities.
Regional Partnership Board - Engagement & Capacity	Funding to complete a piece of research that identifies the best communication practices and tools to engage and inform priority groups across Cwm Taf Morgannwg.
Voluntary Action Merthyr Tydfil - ICF – Volunteer Service	Revenue funding to deliver befriending services to support lonely and isolated individuals across RCT and Merthyr Tydfil via the Reaching Out Project.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Voluntary Action Merthyr Tydfil - COVID Recovery Grant - Volunteer Service	Funding to be better prepared, and provide vital support, to both our volunteers and those who our volunteers support, in order to sustain volunteering through the pandemic recovery.
Voluntary Action Merthyr Tydfil - Dementia – Information & Advice	Funding was secured to provide 40 sensory boxes at Christmas for older people living with Dementia who would not have received a gift. The sensory boxes contained several items linked to the senses and occupation and consisted of a Christmas Eve box that included twiddle muffs, jingle bells, selection packs, shortbread biscuits, body sprays, Adult colouring books & pencils. These were distributed before Christmas by staff and volunteers to service users.
Voluntary Action Merthyr Tydfil - Befriending	Funding to deliver a range of volunteer befriending support.
Community Foundation Wales - Research Project	Funding to complete research projects into the expectations of older age and funding secured for a full-time administrator focussed on providing an element of core support within the organisation alongside strengthening the organisations monitoring and evaluation of all services.
Community Foundation Wales - Respond & Recover	Funding to provide support to communities in responding to and recovering from the effects of the COVID pandemic.
ICF Capital - Cynon Linc	Welsh Government funding to support large capital projects that contribute to Health and Social Care.
Bridgend CBC – Bridgend Resource Centre	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Council's Day Services at Bridgend Resource Centre.
The National Lottery Community Fund – Cynon Linc	Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.
Merthyr Tydfil Activities Co-ordination	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.
Rayne Foundation	Funding to replace equipment destroyed by Storm Dennis.
WCVA – Michael Sheen Storm Dennis Fund	Funding to replace equipment destroyed by Storm Dennis.
Welsh Government - Foundational Economy Simply Together	Simply Together works closely with the Rhondda GP cluster and wellbeing co-ordinators, to support individuals to attend medical appointments, engage in activities in the community, and provide support with all aspects of managing the home.
WCVA - Voluntary Services Emergency Fund	Funding to provide support to older people, via volunteers, to stay safe, healthy and connected during the pandemic. This included ensuring older people had access to food, essential items and medication.
Cwm Taf Morgannwg Mind - COVID Response	Funding for a single point of access hub, in collaboration with other third sector partners, providing mental health support to people across RCT.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Dunhill Medical Trust – Cynon Linc	Capital funding to support the Cynon Linc project.
Interlink - Volunteer Training	Funding to provide free training to volunteers throughout RCT on telephone befriending and dementia awareness.
Interlink – Winter Pressures	Funding to support the development of Coffee Mornings and craft/activity sessions for people with dementia and their carers.
Coalfields Regeneration Trust	Funding for an automated booking system for the Simply Nails Service.
WCVA – Volunteering in Wales	Funding to provide a volunteer chaperone service to older people and their carers to attend social activities.
Social Recognition Income	One-off payment from Welsh Government for key workers who provided front-line social care support during the pandemic.
Kickstart Scheme Income	Funding to support a worker for the new Little Lincs Stay and Play activity centre at Cynon Linc.
Welsh Government – Winter Pressures	Funding to support events and activities that focused on reducing the impact on the cost of living, improving access to health and wellbeing initiatives and increasing capacity of hospital to home services.

17. LEGAL STATUS OF THE CHARITABLE COMPANY

The Charitable Company is a private company limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the Charitable Company in the event of liquidation. Further information regarding the registered office and the description of its operations and objectives is within the Trustees Annual Report.

18. NET ASSET BY FUNDS

Fund balances at 31st March 2022 are represented by:

	Unrestricted Funds	Restricted Funds	Total Funds 2022	Total Funds 2021
	£	£	£	£
Tangible fixed assets	129,945	1,821,758	1,951,703	1,310,237
Current assets	360,349	459,442	819,791	1,108,903
Current liabilities	(112,000)	(10,054)	(122,054)	(480,135)
Provisions for liabilities	-	-	-	-
Total net assets	378,294	2,271,146	2,649,440	1,939,005

19. LEASE COMMITMENTS

Operating Leases

At the 31st March 2022, the total of the Group's future minimum lease payments under non-cancellable operating leases was:

	2022	2021
	£	£
Amounts due within one year	40,804	34,773
Amounts due between one and five years	49,004	49,579
Amounts due after five years	-	-
	89,808	84,352

20. CAPITAL COMMITMENTS

The Charitable Company had outstanding capital commitments where there was a contractual obligation in relation to the Cynon Linc Construction Project totalling £nil (2021: £731,866) at the 31st March 2022.

21. PENSIONS

Charitable Company operates a defined contribution pension scheme. The pension costs charged for the period presents contributions payable by the Charitable Company to the scheme and amounted to £28,126 (2021: £21,024).

There were outstanding contributions totalling £5,131 (2021: £4,629) at the year end. The method of allocating the liability and expense is outlined under note 6 relating to support costs, but also on the basis of staff members who are working directly on restricted activities.

22. RELATED PARTY TRANSACTIONS

The Charitable Company is an active member of the Age Connects Partnership in Wales. The Partnership is made up of independent and autonomous Age Concern organisations, which share common aims and values working together to add value to the work and role of Age Concern in Wales.

The Charitable Company has claimed exemption under FRS 102 from disclosing intra group transactions with its wholly owned subsidiary entities.

23. LEGACIES

The Charitable Company recognise legacy income when conditions for entitlement are met, the amount is quantifiable, and receipt of the income is probable.

AGE CONCERN MORGANNWG LIMITED

England & Wales - Charity number 1129973

Accounts

REGISTERED COMPANY NUMBER: 06717361 (England and Wales)
REGISTERED CHARITY NUMBER: 1129973

**Age Concern Morgannwg Limited
(A Company Limited by Guarantee)
trading as
Age Connects Morgannwg**

**Annual Report and
Group Financial Statements
Year ended 31 March 2021**



Age Concern Morgannwg Limited
Contents of the Financial Statements
for the year ended 31 March 2021

	Page
Trustees Annual Report, consisting of	1 - 32
1 Trustees Statement	1
2 Chairman's Statement	2 - 5
3 Objectives and Activities	6 - 7
4 Achievements and Performance	8 - 19
5 Plans for Future Periods	20 - 23
6 Financial Review	24 - 25
7 Structure, Governance and Management	26 - 29
8 Reference and Administrative Details	30 - 31
Statement of Trustees' Responsibilities	32
Report of the Independent Auditors	33 - 35
Statement of Financial Activities - Group	36
Statement of Financial Activities - Comparative	37
Consolidated Balance Sheet	38
Statement of Cash Flows - Group	39 - 40
Notes to the Financial Statements	41 - 59

**Age Concern Morgannwg Limited
Trustees Annual Report
for the year ended 31 March 2021**

I. TRUSTEES STATEMENT

The trustees are pleased to present their annual directors' report together with the consolidated financial statements of the charity and its subsidiary for the year ending 31st March 2021 which are also prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015).

2. CHAIRMAN'S STATEMENT

Introduction

When I wrote my statement for the year 2019/20, I hadn't anticipated how long the COVID-19 pandemic would impact our lives and that at the time of writing this statement, we would still be living under so much uncertainty in the midst of a 'third wave' of rising infection rates. During the year we experienced loss in a variety of ways, ranging from being able to access goods and services to losing loved ones and, in the charity's case, the people we were supporting via our services. Some of our service users have very sadly died; some of our service users experienced unimaginable loss; some of our service users have experienced a devastating impact on their physical and/or mental health, and some of our service users have not left their home in over a year. Whilst the COVID-19 pandemic has been absolutely devastating for our communities, and arguably everyone has experienced one of their toughest years to date, we are beginning to see embers of hope emerge as we begin to return to community life. As part of this 'return to normal', it is important to look back and celebrate how we, as an organisation and society, came together to respond to this crisis and keep people safe.

As is customary, this year's Trustees' Report contains various facts and figures about the Charity's performance and work throughout the year, and I hope it illustrates how the Charity has worked extremely hard to deliver its strategic priorities, promote volunteering, develop our social enterprise, and increase our sustainability. As a charity we pride ourselves in working in collaboration with our many partners.

In March 2020, the UK Government announced that the Coronavirus (COVID-19) outbreak in Wuhan, China had reached British shores. The country was placed on lock-down. People aged 70+ were told to self-isolate and only go outdoors for essential shopping or medical appointments. Those living with conditions such as diabetes, chronic respiratory conditions, pregnant women, and those with suppressed immune conditions were instructed to 'shield' from anyone not in their immediate household and to have only limited contact with those in their household. These restrictions would have a significant impact on older people, many of whom relied on health, social care and third sector services, along with family support - for far too many people, that support was withdrawn or dramatically reduced overnight. The charity's senior leadership team responded by creating an Emergency Planning Group and worked closely with senior local authority officials, the University Health Board and the local Third Sector umbrella organisations (CVCs) to ensure we used our resources in the most effective and appropriate way. Our response was two-fold – firstly, to support community resilience through volunteering and by designating a team to work with Rhondda Cynon Taf County Borough Council's Community Resilience Hubs to deal with requests for information, advice and community support with shopping, prescription collection and escorting to essential medical appointments; and secondly, redeploying our Better at Home teams to support vulnerable older people discharged from acute settings into new step-down facilities in Merthyr Tydfil and Bridgend. Over the year this COVID-19 specific support grew to include setting up a dedicated 'vaxi taxi' service driving people to their vaccination appointments; supporting people with their self-isolation by working with Welsh Government, Local Authorities and other delivery partners on an Enhanced Food Parcel offer and placing teams in two community hospitals. In addition, we deployed a team to Ysbyty'r Seren, a COVID-19 field hospital, equipped with the technology needed to support people making video calls back home to their loved ones whilst visiting was suspended. Office based staff were supported to work from home with equipment and access to on-line meeting platforms. Regular Staff Briefings from the Chief Executive kept staff up to date on the charity's response to latest Public Health guidance and Government announcements regarding PPE and testing. Board meetings, sub-committees and planning groups have been held on-line since March 2020.

The reporting period has undoubtedly been the most challenging in the charity's history. Notwithstanding the physical disruption of the pandemic where our workforce was largely redeployed into COVID-19 response services or asked to work from home, the financial impact of fundraising opportunities being cancelled and the Simply Nails service not being able to grow as planned has forced us to reflect, review, and where necessary refresh, the way we operate. Agile working is no longer an aspiration - we are doing it and doing it well. We can see the difference home working is making to productivity, to wellbeing and to the environment and we can see how the use of mobile technology encourages engagement with staff and supports staff in the community to perform their everyday duties. As a Board we must continue to invest adequate resources and effort to creating and embracing a new, dynamic future for the charity.

2. CHAIRMAN'S STATEMENT - continued

Throughout the year the Charity has continued to do what it does best – support older people. The depth and breadth of our work described in this report demonstrates the impact and reach we have on the lives of older people - this is ultimately why the Charity exists. A key role and charitable objective of the charity is to act as a champion for older people's rights and to influence local and national policy relating to older people. In July, our CEO was asked to join the region's Test Trace and Protect (TTP) Programme as Protect Workstream Lead and to represent the region on the Welsh Government's National Protect Task Group. In these roles she has brought valuable intelligence to the local response. Under her leadership of the Protect Workstream, key achievements include the innovative, first-in-Wales Self Isolation Helpline focused on supporting communities during COVID to ensure the people at greatest risk of becoming seriously ill received the support they needed to self-isolate safely. During the Whole Area Testing pilot in Cwm Taf Morgannwg, Rachel was instrumental in developing the end-to-end process which included establishing the system of welfare support for those who would need to be in isolation. During this pilot, she was instrumental in working with the British Red Cross to secure COVID-safe transportation facilities for those who needed such support across the Cwm Taf Morgannwg Health Board area. Rachel has stepped forward and dedicated incredible time and effort, doing remarkable work in the region's response to the pandemic. On behalf of the Board, may I extend my sincere thanks to Rachel and to her team at ACM for supporting her extended role.

Age Connects Morgannwg has not only been at the forefront of frontline service delivery and support, but also integral to the design and planning of services and communication to ensure older people were not forgotten or marginalised. Throughout the reporting year, we have worked alongside many other organisations on a project to provide resources to aid people who have been isolating, to get back out in their communities. The Back to Community Life Project has produced practical guides designed to help people consider the small but positive preparations that can be put in place to help them re-engage within their local communities. We worked in partnership with Citizens Advice, Carers Wales, Mind, Care and Repair and Valleys Steps to undertake research, set up new services and plan for a post COVID future that embraces inclusivity, recognises diversity and nurtures collaboration and co-production. Under the leadership of Bethan Shoemark-Spear, our Head of Charity Services, we are excited about what we can continue to achieve together.

Despite all this new and amazing work in response to COVID, we inevitably experienced a drop in the overall number of people we helped between April 20 and March 21. The closure of our central Information Hub and our Simply Nails service, the closure of day-care settings and our inability to access care homes meant we could not provide some of our 'core' services such as information and advice, welfare rights, independent advocacy and activities in residential care in the way we would like. During the period however, we helped 5,117 older people with a range of issues – a reduction of over 40% on the number of people we helped in 2019/20. Our support to access welfare benefits continued to change the lives of many older people, helping to raise over £228,412 in welfare entitlements and help older people and their carers make ends meet. This is an 82.9% reduction in last year's outturn of £1,339,980, demonstrating the impact 'lockdown' had on access to essential support with welfare benefits. Our Community Support team continued to adapt, develop and respond to new joint working opportunities that not only improved the lives of older people but also made an impact on the way health and social care services are delivered. This report tells some of the stories we have been involved in, and how we have made a difference.

I am delighted to report that work commenced at Cynon Linc and that the capital programme will conclude, on schedule, by August 2021. The Cynon Linc project has been a labour of love since 2015, when it started as a vision for a modernised, more sustainable and integrated future for a former Council run older people's day centre. Our Cynon Linc Project Manager, Denise Havard, has done a tremendous job of spinning the many plates that come with such a large capital project. I look forward to reporting on the official opening and first six months of operation in next year's report. I would also like to recognise the extended role Denise took on within the charity, supporting the Chief Executive and senior leadership team with strategic planning and our COVID response plans.

You will see from the Financial Review section of this report that the charity appears to have concluded the year with a very healthy surplus. It is important to note that this surplus includes a considerable amount of capital funding designated for completion of the Cynon Linc Project, which is due to conclude in the second quarter of the new financial year. Our revenue underspends are also designated for expenditure in the new financial year and will allow us to fully resume services that were affected by COVID restrictions during the reporting period.

2. CHAIRMAN'S STATEMENT - continued

Remarkably, the charity has achieved higher than expected levels of income generation during the period. We have been overwhelmed by the generosity and kindness shown by the people and businesses living in the communities we serve. This support, alongside the diversification of our fundraising activities resulted in us raising a combined income of £37,609 from fundraising and donations, compared to our target of £15,000 - a 100% increase. My thanks go to Adele Harries-Nicholas, our Head of Enterprise, and her team for their tenacity and creativity in achieving such a fantastic outcome at such a challenging time.

In 2018 we committed to becoming a Living Wage Employer by 2020. We achieved this by April 2019 and have managed to successfully negotiate increases in funding of our Service Level Agreements with the University Health Board and Local Authorities to reflect this. These increases are not guaranteed each year, however and our projected income from these sources will remain static, despite annual cost increases and rising demand for our services, unless we can negotiate the necessary uplifts each year. This is not a sustainable arrangement. It is our intention to address this by seeking longer term agreements that include annual budget uplifts in recognition of our Living Wage Employer accreditation. We are clear that we will not continue to deliver contracts that do not meet our full delivery costs and that continuing to subsidise service level agreements only adds to the challenges of short-term or annual funding arrangements. As a Board we recognise that we cannot be all things to all people and that our limited resources can only stretch so far. The Charity will, to a certain extent, always be at risk of cuts to funding and contracts, and this is why we must endeavour to find new, sustainable means of supporting our work.

As we look to the future and develop our strategic priorities for the next five years, we will take stock of the political and economic environment to determine how we can thrive and not just survive in a world that looks very different and will continue to change at pace. The impact of the COVID-19 pandemic has and will reach every corner of society. The economic fallout will undoubtedly affect those for whom austerity had already hit hard; those for whom the system does not work. The prospect of continued austerity due to the economic impact of the lockdown and Brexit will affect older people. The psychological impact of older people being 'locked down' for long periods of time without the company and support of friends and family will manifest itself over the months and years to come and we must be ready for that. The Charity's ability to understand the changing needs and aspirations of older people against this backdrop will help determine our vision for the future. We have already made a start.

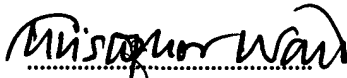
I would like to take this opportunity to thank our workforce, without whom we could not have responded to hundreds of isolated older people throughout the year. Our front-line staff have shown incredible dedication, commitment and compassion to the charity and to older people, many of them taking on very different roles in response to changes in service demand and working in new settings, with new teams and with greater risk. Thanks to the government Job Retention Scheme we were able to retain three members of staff who would otherwise have been at risk of redundancy.

Our staff and volunteers make Age Connects Morgannwg the success it is and enable us to continue supporting older people to retain, regain and enjoy their independence and autonomy.

As a charity, we are extremely lucky to have such an innovative CEO and a staff team who have a passion for the work we do to support older people, their families and carers. My thanks also go to our Head of Business Support, Natasha Applamy and her team for keeping us focused on what good governance looks like and how we can achieve it. A primary focus of the senior leadership team throughout the year has been on workplace wellbeing and their role in leading by example, enabling and encouraging a healthy work/life balance and recognising the considerable pressure on our workers to juggle home-schooling, caring responsibilities and work commitments. They advocated for and put in place measures to assess and accommodate our workforce during the pandemic to ensure we supported those that needed to self-isolate, shield or work from home. As a fair and supportive employer, the charity made the decision to exclude any Covid-19 related sickness from affecting an employee's sickness record during this national crisis.

2. CHAIRMAN'S STATEMENT - continued

Finally, I wish to thank my Co-Trustees for their hard work and ongoing support. We welcomed two new Trustees during the period and immediately felt the very positive impact of their knowledge, skill and experience. Planning the next five years carefully, honestly but ambitiously will be critical to the charity's long-term sustainability. I look forward to sharing that journey with them, with the support of the staff, volunteers and our wider stakeholders.



.....
Christopher Ward
Trustee and ~~Acting~~ Chair of the Board

Date: 25/08/2021

3. OBJECTIVES AND ACTIVITIES

Vision & Mission Statement

Our Vision is that people live in a society where older people are respected and enabled to meet their aspirations.

Our Mission is to make a difference to the quality of life of older people and promote a positive view of ageing.

Our Organisational Objectives are set out in our governing document (Constitution) and define the object of the Charity as:

To promote the relief of elderly people in any manner which now hereafter may be deemed by law to be charitable in and around the County Borough Councils of Bridgend, Merthyr Tydfil, Rhondda Cynon Taff.

To achieve this, the Charity is committed to developing and promoting itself via the following methods:

- Service and support.
- Public education and advocacy.
- Innovation and research.
- Partnership and co-operation.

In shaping our objectives, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PB2).

3. OBJECTIVES AND ACTIVITIES - continued

Objectives and activities - main activities undertaken to further the Charity's purposes

Charitable Activity	Objectives
Information and Advice including the Welfare Benefits Service	Provide direct information and support to older people who are experiencing unfamiliar scenarios or problems. Provide independent, accurate and up to date information on benefit entitlements to enable older people to maximise their income.
Joint Working in Social Care Teams and Day Care Settings	Provide ancillary support to local authority day care settings and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities and to continue providing support to those beneficiaries in the community where appropriate.
Hospital Based Services	Provide ancillary support to discharge planning teams at three general hospitals in RCT, Bridgend and Merthyr Tydfil to ensure older people receive support during their discharge, to ensure they return home safely and once home, continue to receive support for a period of time that allows them to regain, retain and enjoy independence.
Advocacy Support	Provide an independent voice for older people, including those with mental health problems or dementia, and improving their quality of life.
Community Outreach	Provide support to people aged 50+ to regain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care.
Volunteering Programme	Provide the training, infrastructure, knowledge and advice to build supportive communities for older people with help from local volunteers.
Mentoring Programme	Provide help to older people who have not been in hospital and who do not require medical care, to access community activities, remove barriers to participating in their communities, and to stay safe and well in their homes.
Partnership Working	Participate in networks and joint working ventures between statutory and voluntary sector organisations to meet the needs of older people in Rhondda Cynon Taff, Bridgend and Merthyr Tydfil.
Covid-19 Response Services	Projects and services designed and delivered to meet the needs of the most vulnerable people during the Covid-19 pandemic period.

Public Benefit

The trustees have reviewed the Charity Commission's guidance on public benefit and agreed that they meet the requirements set out therein, due to its achievement under the Objectives and Activities section.

4. ACHIEVEMENTS AND PERFORMANCE

Service Achievements

COVID-19 Response

Age Connects Morgannwg is fiercely proud of its ability to respond to an immediate and identified need, in a timely manner and with an appropriate response. None of us anticipated how long the pandemic would go on for, nor how long we would be in lockdown for and – heartbreakingly - how many older people would suffer along the way. Some of our service users have very sadly died; some of our service users suffered an unimaginable loss; some of our service users have experienced a devastating impact on their physical and/or mental health, and some of our service users have not left their home in over a year. Whilst the COVID-19 pandemic has been absolutely devastating for our communities, and arguably everyone has experienced one of their toughest years to date, we are beginning to see embers of hope emerge as we begin to return to community life. As part of this 'return to normal', it is important to look back and celebrate how we, as an organisation and society, came together to respond to this crisis and keep our vulnerable people safe.

1. 'Vaxi Taxi' Service

In February 2021, in collaboration with Cwm Taf Morgannwg Health Board and Rhondda Cynon Taf Council, we launched a pioneering 'vaxi taxi' scheme – providing transport for those aged over 50 to get to their vaccination appointment at a mass vaccination centre. The service has helped in excess of 150 people receive their COVID-19 vaccination – all of whom would not have been able to make their appointment without support from Age Connects Morgannwg.

2. Keeping in Touch

Throughout the pandemic, those who were an inpatient in a hospital were unable to receive visitors. Whilst for all this must have been a devastating reality, for many older people it simply meant they had no way of keeping in touch with their families or friends – due to not owning a tablet or mobile phone, or not having the ability to use one. With funding from Cwm Taf Morgannwg Health Board, we were able to place a team in two community hospitals, as well as a team in the COVID-19 field hospital, equipped with the technology needed to support people making video calls back home to their loved ones. Not only did this service alleviate isolation for the patients, but it also relieved the anxiety of their family and friends, as well as supporting NHS healthcare teams.

3. Ancillary Support at 'Step Down' Facilities

Early in the pandemic, we redeployed a team of staff to work in step-down facilities in Bridgend and Merthyr Tydfil. These settings were designed and set-up purely to support vulnerable older people to discharge them from a hospital, and to continue to receive the support they needed in a purpose-built facility. Our teams provided daily meaningful, therapeutic activities and opportunities for patients to stay connected with family and friends whilst in hospital. This included our staff members setting up a sensory room. In turn they also supported clinical and healthcare teams to improve patient experience, wellbeing and happiness.

4. Prescription and Food Collections

From the onset of the pandemic, those over 70 and those with chronic health conditions, were told to self-isolate. This meant, for many, they were unable to collect their prescriptions nor were they able to get their essential shopping. Furthermore, a huge majority of this cohort were not equipped to do online shopping – and as we can all remember, shopping delivery slots were difficult to come across, even for those who should have had priority access. We were able to very quickly support Local Authority led community hubs, as well as designating our own teams (both volunteers and staff) to support the community with prescription collection and essential shopping.

5. Self-isolation Support

Starting in March 2021, we worked alongside our colleagues in Welsh Government, Rhondda Cynon Taf Council, and the community voluntary councils in a pilot to provide enhanced support those who tested positive for coronavirus and needed to self-isolate. For anyone living in Rhondda Cynon Taf, we were on hand to provide them with a free food shop to support their self-isolation. As with all our service provision, we put the person at the centre of the decision making – they let us know they items they needed which included food and other essential items (such as nappies or pet food). The aim of the pilot was to assist our local communities to stay at home as instructed (and therefore limiting the risk of the spread of coronavirus), by removing the barriers that could mean they would break their isolation period.

4. ACHIEVEMENTS AND PERFORMANCE - continued

6. Impact of COVID-19 on our 'businesses as usual' service provision

2020 was an unprecedented year across the sector. Whilst demand for some of our service provision increased, we simultaneously had a duty to protect vulnerable service users by providing the much-needed support in COVID-19-safe ways. Although our frontline staff were considered as critical workers and continued to provide support - where they could, they provided this in different methods to their usual face-to-face delivery such as over the phone. Other services were ordered to shutdown entirely for periods of time during the pandemic, such as hospital discharge teams within hospitals that stopped admissions and discharges due to COVID-19 outbreaks, and the closure of Local Authority run day centres where we have staff based to provide activity provision. All these staff were redeployed elsewhere within the wealth of service provision the organisation provides.

Independent Information and Advice

The service offers general and specialist advice on a wide range of issues affecting older people including:

- Maximising income and claiming welfare benefits
- Care homes and charging procedures
- Planning for the future - Wills, Funeral Plans and Equity Release
- Aids and adaptations to help remain in your own home
- Schemes to keep your home warm and energy efficient
- Managing financial affairs and taxation
- Housing and tenancy

Ordinarily the information and advice service is available by phone, in writing, or via face-to-face appointments. However, during the reporting period, due to the COVID-19 pandemic, the service was primarily provided by telephone contact with staff working from home. The team also supported the management of referrals that were coming through from individuals, community hubs and other service providers to support older people with food shopping and prescription collection requests who were on the shielding patient list.

During the period 1st April 2020 – 31st March 2021 the specialist advice team supported **696** clients (down by 58% from 1,682 in 2019-2020) – this figure is substantially lower than in previous years due to the service being predominantly telephone contact and a lot of our service users preferring face to face support. The amount of benefit income claimed during the period was **£228,412** (a significant decrease of 82% - down from £1,339,979 in 2019-2020) although some claims submitted during the month of March (which can take up to 12 weeks to process) have not yet been assessed and the final figure will not be known until early July.

The Service was once again assessed for, and successfully retained, the Advice Quality Standard (AQS). To hold the AQS, organisations are audited every two years and are required to demonstrate that they are accessible, effectively managed, and employ staff with the skills and knowledge to meet the needs of their clients.

Case Study

Mr M suffers with severe anxiety. He contacted our advisor by phone during the pandemic lockdown as he was very distressed as he was experiencing difficulty with his application for Employment Support Allowance (ESA). He had been asked to undertake a medical consultation, but this was going to have to be carried out over the phone due to no face-to-face contact taking place. He felt he would be unable to do this due to his anxiety.

Our advisor contacted the ESA department on his behalf and explained his situation and arrangements were made to delay the consultation until face-to-face appointments resumed. As the pandemic and lockdown progressed, Mr M received another letter requesting him to undertake a telephone consultation. Once again, he contacted our advisor asking if she would be able to support him and partake in the telephone consultation – she contacted ESA and they agreed a time and date when the three-way call would take place. Mr M was very happy with this and the call went ahead with him feeling supported by our advisor. The outcome was that he was successful with his claim for ESA which resulted in a weekly payment of £91.45.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Independent Advocacy Service (Rhondda Cynon Taf)

Our advocates provide a voice for older people by listening to their views and concerns, helping people explore their options and rights, and by providing people with information to make a more informed decision. During the period our Advocates supported 190 clients (a nearly 8% increase from 176 in 2019-2020) with the majority of referrals made for Continuing Healthcare, followed by representation at best interest meetings. 6% of our clients were referred for possible financial abuse.

Case Study

In 2020, one of our independent advocates supported a gentleman who was a victim of financial abuse – the perpetrator was his wife who was stealing his weekly pension and not allowing him access to their joint bank account. The gentleman was deteriorating at home - the referral came through from social services after he suffered a fall and was hospitalised. The gentleman also had dementia. Whilst in hospital he stated to his social worker that he did not want to return home to his wife. At this point we received the referral and our advocate made contact. Our advocate explained their role – that they were there to support him independently of social services and his family, and that they would hear his wishes and views on where he wanted to live upon discharge from hospital. After talking through all his available options, and answering any concerns and wishes he had, the gentleman decided he would like to try sheltered accommodation but would like it to be in his local area. Our advocate and the social worker worked together in finding a placement that was suitable and in the area that he wanted to be in. He now lives in sheltered accommodation where he lives independently and has lifelines throughout his flat in case of emergencies. He enjoys going into town his brother who he sees more often because he would not visit when he lived at home with his wife as he was made to feel unwelcome. He has also made new friends and has a much more active and social lifestyle.

Mentoring

Our mentoring scheme was launched in 2020 and funded via Welsh Government's Foundational Economy Challenge Fund Project until 31 March 2021. In its original form, the project was set out to provide more individually tailored intensive support on a face-to-face basis, to individuals who were identified and referred into the project. However due to Government guidelines around the Pandemic, face to face support was no longer possible. Instead, mentoring was delivered via the telephone and through video calls. The support provided included bespoke one to one mentoring and coaching; weekly goal setting and reviewing these during each weekly call; signposting where necessary and applicable and referring on to other organisations/statutory services if required.

- All 16 of the participants reported a positive change in their confidence and mood between the beginning and end of the support they received.
- 12 of the participants reported that they felt that weekly calls and goal setting had enabled them to develop resilience and an enhanced ability to cope during the many lockdowns and general restrictions associated with COVID-19.
- All 16 participants stated that they would recommend the Simply Together service to others.
- All 16 participants claimed that their involvement with Simply Together had been one positive thing that helped them feel engaged and helped to stop them feeling lonely and isolated.

Day Centres

Across Bridgend, Rhondda Cynon Taf and Merthyr Tydfil we provide a team of support workers to complement the Local Authority staff in 6 day or residential centres for older people. These teams promote independence and inclusion by providing meaningful activities and support to individuals who have dementia. In Rhondda Cynon Taf this work is also extended to the community to provide outreach support as well.

Joint working in Teams

In Rhondda Cynon Taf we have a team of two outreach workers, based within social services teams, who provide practical and emotional support to older people to enable them to remain living independently in their own home as long as possible. These staff members visit people over the age of 50 who suffer from dementia or other functional mental health problems that live in their own homes to provide them with friendship, information, practical and emotional support via a partnership approach with social services.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Case Study

During the pandemic outreach support workers provided support to a woman in her 60s who needed support with managing her finances – she was living alone and her family member who had been helping was no longer able to. Our outreach worker visited with the sole purpose to set up a bank account. However, upon making first contact, it became apparent more support was needed – the house was cold; she was wearing a dressing gown to keep warm and she had been unable to pay her bills. With our outreach workers support, together they were able to open a bank account which meant the woman was able to deposit a large cheque, and finally she had control of her own finances. Our help also included teaching the woman how to use a cash machine. Since receiving our support, she now has the confidence to make trips into Pontypridd using her bus pass and completing banking tasks at the local branch independently.

Primary and Secondary Care Support Services

Throughout the year, our primary and secondary care-based teams have experienced a multitude of changes, not only due to redeployments, but keeping up to date with ever-changing discharge procedures to protect the most vulnerable. The Hospital Discharge Service takes older people, who have been discharged from A&E Department or the ward, home and resettles them. The service also provides ongoing support if needed to help the older person regain, retain and enjoy as much independence as possible and reduce the risk of emergency readmission to hospital. In total we supported in excess of **750** take homes (down by 62% from 1,989 in 2019-2020). Of these, 113 people were given further support at home with emotional support, benefit checks and shopping.

Our primary dementia care service in the community is aimed at supporting people aged 50+ to re-gain or maintain their independence, irrespective of their illness or disability and to help reduce unnecessary hospital admissions and/or premature entry to residential care. The service provides help, encouragement and support to people who may be struggling to live independently. The ultimate aim is to help older people remain living in their own home for as long as they wish and is possible, by providing one to one support to continue doing the things they enjoy and that keep them healthy and independent. This service delivered **162** hours of support (down by nearly £18% from 197 in 2019-2020) and included referrals to other agencies, promoting healthy eating, assisting with shopping and providing practical support.

The figures for these services are substantially lower than previous years due to the three acute hospitals putting in place significant temporary service restrictions to respond to the COVID-19 outbreak. These included the suspension of planned surgery as well as outpatient appointments being offered virtually. These teams contacted their service users (including service leavers) to provide support in COVID-19-safe ways. This often constituted the need for keeping in touch – a simple phone call, which was immeasurable to those experiencing isolation and loneliness as well as supporting older people with shopping and prescription collections. In total these teams provided **681** hours of support. The teams also provided support in the step-down facilities.

Case Study

Following a stay in hospital, one of our service users received support from Age Connects Morgannwg not just with transport home, but with further support thereafter. This included shopping, emotional support and help with physical tasks such as bed changing. Whilst supporting the gentleman, our support worker identified he could be entitled to a reduction in some bills due to a chronic illness. Our member of staff supported a claim which resulted in ongoing reduced rates in Council Tax and water rates, as well as a £2,000 rebate. We carried on supporting this gentleman with garden visits during the pandemic and he has since described our hospital to home support as a "marvellous service".

Volunteering

During the reporting period, our army of **72** volunteers have continued to support those in need across our area of benefit. In total, these unpaid heroes gave up **4,203** hours of their own time. As was seen across the country, the volunteering response to support the most vulnerable through the pandemic was fully witnessed by our organisation too with a **70%** increase in support.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Our befriending scheme has provided **1,849** hours of friendship – made up of **4,246** contacts (an increase from 2,496 in 2019-2020) to **224** people. In addition to these befriending numbers, our volunteers also continued their support on the Reaching Out programme. The Reaching Out project is aimed at people who are socially isolated, or emotionally lonely, and to support them to maintain a healthy and independent lifestyle. This programme, ordinarily provided via in person, provided **178** hours of support.

However, as has become apparent throughout the sector and throughout the pandemic, telephone or video befriending is not for everyone. We know older people are not a homogenous group, and we identified the need for alternative methods of communication for some of our most isolated service users. This awareness, alongside a volunteer who was keen to practice their design skills, saw the establishment of our Companions pen pal initiative in mid-March 2021.

Our volunteer workforce also provided the following support in hours:

- **1,344** hours helping those who were shielding with their shopping and prescription collection.
- **600** hours providing administrative support to the organisation.
- **180** hours on our Christmas sensory box appeal (collecting and distributing **80** sensory Christmas gifts to some of the most vulnerable and isolated members of our community).

Case Study

Mrs B from Hirwaun in Aberdare received our support after her husband sadly died at the end of June, in the middle of the first National lockdown. Her family lived in England resulting in Mrs B having little support whilst shielding. Our team of volunteers ensured she was supported with weekly shopping, as well as the ever so important human interaction when her shopping was delivered. Mrs B told us "I am so, so grateful to you all - each and every one that has supported me. I really don't know what I would have done. I have lovely neighbours, but they are all as old as me or older so are unable to help me. I have just been so thankful for the calls to ask if I need support. Just to know that you have people to help is wonderful. I would like to thank you all from the bottom of my heart".

Charitable Activities – Beneficiaries

- We supported **5,117** people to access information, advice and support that improved their quality of life, helped them regain their independence or gave them a stronger voice (**8142** in 19-20).
- We helped raise **£228,412** in welfare benefits for people who were living in poverty or struggling to pay for the care and support they needed to live independently. 65% of the issues we dealt with related to financial poverty (**£1339,979** in 19-20).
- We provided **7,205 hours** of care and support to some of the most vulnerable older people in our communities (**7004** in 19-20).
- 40% of our referrals came from health. Referrals from family friends and self-referrals made up 24% (51% in 19/20) with the remaining 36% coming from other sources. (11% in 19/20).
- 72% of the people we supported were aged 70+ (60% in 19/20), of which 43% were aged 80+ (34% in 19/20).
- 69% of the people we helped lived alone, a 10% increase on last year.

Partners

- **Age Connects Wales**
We continued to work with our Age Connects colleagues across Wales, specifically sharing good practice on COVID response work and developing joint comms and awareness raising campaigns for volunteering.
- **Back to Community Life**
Throughout the last reporting year, we have worked alongside many other organisations on a project to provide resources to aid people who have been isolating, to get back out in their communities. The initial project – piloted in Mountain Ash – has produced practical guides aimed to help people consider the small but positive preparations that can be put in place to help them re-engage within their local communities.

4. ACHIEVEMENTS AND PERFORMANCE - continued

- **Mental Health Hub**

In November 2020, we worked alongside Cwm Taf Morgannwg Mind, RCT Citizens Advice and Valleys Steps to launch the Mental Health Recovery Support Hub – a single point of access support service for anyone experiencing mental health issues as a direct result of COVID-19 pandemic. The hub was developed due to evidence that people had not been able to access services for a range of reasons and therefore centralising access arrangements in order to improve access to mental health services in the area was imperative.

- **Communications Research**

In January 2021, alongside Citizens Advice RCT, Citizens Advice Merthyr Tydfil, Citizens Advice Bridgend and Carers Wales, and commissioned by Cwm Taf Regional Partnership Board, we undertook research to identify best communications practices and tools to engage and inform priority groups across Cwm Taf Morgannwg.

Cynon Linc

With our contractor M and J Cosgrove Ltd appointed the renovation of Cynon Linc finally commenced in August 2020. Work has been progressing well and the programme has kept on target despite the very many issues that the pandemic has thrown up for the contractor in terms of managing COVID-19 safety on site and erratic supply of materials.

The building is set to be handed over on 16th August 2021 with a planned opening to the public on 4th October 2021.

Fern Partnership who were lined up to take the tenancy of the day nursery withdrew, and we have since secured a new tenant to take on the lease of this space.

Discussions are ongoing with CTUHB in relation to the lease for the Maendy Place GP surgery. Our new Head of Enterprise has taken on responsibility for the set up and operations of the Hub and will be recruiting the staff team, along with procuring all services and setting up systems and procedures. A new communications plan will be developed which will include the promotion and marketing of the space.

Income Generation

Fundraising

2020-2021 has been a challenging year for any Charity that relies on fundraising and events to support their core activities, and whilst we exceeded our fundraising target for this year – that target was set deliberately low to reflect the impact of the pandemic on our ability to hold large fundraising events. With plans to gain support at a number of large, organised events such as Iron Man and Cardiff Half Marathon cancelled or rearranged, we took the decision to place our Fundraising and Events Officer on Furlough for six months.

We moved some of our existing events online and identified new events that suited an online platform. We held quizzes, murder mystery nights, online auctions, and even virtual meetings with Santa at Christmas.

Events held and numbers attended are:

Event	Number attended	Income generated
Zoom with Santa	55 children	£231.00
Zoom Quiz Night	28 tickets sold	£131.72
Online Murder Mystery	10 tickets sold	£100.00

4. ACHIEVEMENTS AND PERFORMANCE - continued

Donations received

We have been overwhelmed by the generosity and kindness shown by individuals and businesses. This support, alongside the diversification of our fundraising activities enabled us to exceed the anticipated targets for 2020-2021.

With a target of £15,000 income combined for Fundraising and Donations we achieved over double this with the actual income £37,609.

Simply Nails

Our 'Simply Nails' Service was also heavily impacted by the COVID-19 Pandemic restrictions and we were unable to operate close contact services during the initial lockdown periods. We utilised the Furlough scheme for all Nail Technicians and hope to move back to a full-time service once community confidence increases.

Clinics in Aberdare and the Rhondda which were forced to close due to the COVID-19 restrictions have remained closed, resulting in just 3 venues which are, Coychurch, Pontypridd ACM Office and Merthyr Tydfil Keir Hardie Health Park to operate from. This has now resulted in an increase in home visits that we expect to continue into 2021-2022 until customer confidence increases and the additional venues open up.

PPE was required for all staff and robust cleaning schedules implemented to ensure all guidelines were adhered to. Alongside this, additional checks and paperwork had to be completed with each customer to ensure no staff or customers were put at risk.

Despite the significant challenges faced 1,260 nail cutting appointments were still undertaken between 1st April 2020 and 31st March 2021 which resulted in an income of £22,737. This, alongside the Job Retention (Furlough) Scheme income, resulted in a marginal surplus of just £47. In 2019-2020, 3,315 appointments were undertaken with an income of £43,211. This demonstrates that because of Covid-19, Simply Nails experienced a 62% decrease in appointments and a 47% decrease in income compared to 2019-2020.

Corporate Sponsorship

Commercial membership and 'Friends of ACM' packages were developed, and we are delighted with the support these have received. We are proud to now have Five Commercial members on-board as part of this Annual membership.

Commercial membership costs £300 for Private Businesses or just £150 for Social Businesses/Charities. The benefits received include:

- Listing of your Company on the Age Connects Morgannwg website along with your Company Logo, description of your Business and a link to your Company website.
- Exclusive use of Age Connects Morgannwg Commercial Members logo that can be used on promotional materials, letterhead and on your Company website to demonstrate the Company's support of older people.
- Regular mentions on ACM's social channels.
- List of ACM staff including job titles and job role.
- Regular exclusive email updates on the sector and Age Connects Morgannwg.
- Priority invitations to all Age Connects Morgannwg events and fundraising opportunities.
- Annual Commercial Members meeting where you can learn about progress made by Age Connects Morgannwg over the past year and have first sight of plans for the year ahead. These meetings will also be the perfect opportunity to discuss how we can work together.
- Quarterly E-Newsletter.
- Annual cost of Commercial Membership.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Friends of Age Connects Morgannwg membership costs £30 for an individual, £45 for a Couple, and £65 for an annual membership. Benefits include:

- The opportunity to get involved and influence our work.
- Quarterly E-newsletter.
- Christmas card.
- Annual members coffee morning.
- Regular video updates from CEO.
- Priority invitations to events and fundraising opportunities.
- Letter off Santa (per child as part of the family membership).
- Knowing you are making a positive difference to your own future and the future of those around you.

Simply Life

We have continued to offer 3 key affinity deals via Simply Life which are, Free Wills and Power of Attorney through McClures, Equity Release through Responsible Life and Funeral Plans through Golden Charter. At the time of writing this report, our agreement with McClures has expired and we have a new agreement in place with Simpsons Solicitors.

Through working in partnership, a more streamlined referral process has been implemented with landing pages and enquiry forms on the Age Connects Morgannwg website which allows for easier data tracking and monitoring and a swifter response for customers.

In addition to this we have brought on board two additional affinity deals including insurance through Westmore Insure and SOS Watches through CPR Guardian. Plans are being progressed to bring three more partners on board in 2021-2022.

Charitable Activities – Our Performance in 2020-2021

Our Report for 2019-20 set out a number of Plans for the Future that we intended to achieve in the current reporting period. The information below gives an update on how we performed against those plans and lists other achievements during the year:

- **Commence delivery of the Cynon Linc Project on schedule and on budget.** Achieved with Cynon Linc due to open its doors in October 2021.
- **Achieve the Trusted Charity Standard (formerly PQASSO) by August 2020.** Achieved.
- **Retain the Advice Quality Standard (AQS).** Achieved. Age Connects Morgannwg successfully re-attained the AQS standard for a further 2 years up to December 2022.
- **Increase donations, legacies, corporate sponsorship and general fundraising income.** Achieved against target although target set deliberately low due to COVID-19 restrictions. Developing a Commercial Membership offer has increased corporate sponsorship however general fundraising decreased due to the impact of Covid-19.
- **Extend and expand our engagement work with older people and other stakeholders.** Achieved. During the year we have continued to listen to older people and use what they tell us to further our work. This has included a piece of research into the best communication methods which we undertook alongside other partner organisations, as well as having a seat at the table of many workstreams where we can advocate for older people and be their voice.

4. ACHIEVEMENTS AND PERFORMANCE - continued

- **Review our commercial operations following the cessation of our partnership agreement with Interhelp Ltd (trading as AdvantAGE ceased trading in January 2020) and implement a new income generation strategy to include Simply Life and Simply Nails products and services. The charity's Trading Board will provide strategic oversight to ensure plans and activities are viable and making a worthwhile contribution to the work of the Charity.** Achieved. Separate Partnership agreements have been established and this has been developed further with the addition of two further partners now on board.
- **Continue to contribute to the development of Age Connects Wales.** Achieved – undertook joint fundraising with Age Connects across Wales and delivered a successful campaign highlighting loneliness and isolation and encouraging volunteering.
- **Review our Reserve Fund to ensure provision is made through designated funds to support project income shortfall and other commitments Continue to work with local funding bodies as they review their investment in the work of the Charity.** Achieved. Successfully negotiated permission to un-restrict reserves that had accumulated from underspends of public sector grant income over many years.
- **Develop appropriate exit strategies for services that may be affected by funding issues.** Achieved and implemented where necessary.
- **Continue to promote the Charity and raise its profile through appropriate social media platforms.** A new Head of Marketing and Communications was appointed in June 2021- details of future plans are listed below.

The Workforce

We are incredibly proud of the people who work for Age Connects, whether in paid employment or as volunteers. All our workers are committed to developing themselves personally and professionally by undertaking vocational qualifications that will give them confidence and improve the quality of the service they provide.

During the year, the Charity employed up to 60 people. We believe that our people are our most important resource, and we demonstrate our commitment to them people by ensuring they are given every opportunity to reach their full potential. We ensure all workers undergo a thorough and meaningful induction that sets them up with the information and tools necessary to become a valued member of the workforce.

Our mandatory training programme for all new starters who will be working directly with older people ensures we comply with legislative requirements.

The value and role of volunteers in supporting our work should not be underestimated. During the year we deployed over 70 volunteers to work across the organisation in a variety of roles from befriending, admin support staff and fundraisers.

Equality and Diversity

We do not discriminate against people on the grounds of:

- Age or Sex.
- Gender reassignment.
- Being married or in a civil partnership.
- Being pregnant or on maternity leave.
- Disability.
- Race including colour, nationality, ethnic or national origin.
- Religion or belief.
- Sexual Orientation.

4. ACHIEVEMENTS AND PERFORMANCE - continued

We endeavour to provide an accessible service to our workers, our service users and our partners. We strive to meet the need of people with sensory impairment and people for whom English is a second language. We can also provide communication using British Sign Language and in Welsh.

Living Wage

We are proud to have achieved and maintained the Living Wage Accreditation. Being a Living Wage Employer is voluntary and the charity believes that everyone deserves to earn a wage which meets living costs. Regardless of age, we pay all our employees, casual workers and contractors a living wage and this has benefited 80% of our workforce.

Staff Retention

As previously mentioned, we utilised the Job Retention Scheme for eligible employees and was, therefore, able to provide job security to our employees at a time of economic uncertainty. Measures were taken to assess and accommodate our workforce during the pandemic to ensure we supported those that needed to self-isolate, shield or work from home. As a fair and supportive employer, the charity made the decision to exclude any Covid-19 related sickness from affecting an employee's sickness record during this national crisis.

Well-being and keeping in touch

Our staff received regular briefing during the pandemic and national lockdown to keep them up to date with:

- Government guidelines.
- Service updates.
- Staff updates and contacts.
- Referral pathways to mental health agencies.
- Well-being coping strategies.
- Encouragement to use the Employee Assistance Scheme.
- (Self) referral information to the Staying Well at Work (RCTCBC European Funded) initiative.
- Invite staff to Cuppa Over Lunch virtual sessions.

A staff survey showed that the workforce felt supported during the pandemic. Respondents said they felt that the charity had acknowledged the anxiety induced by Covid-19 and put in place sufficient measures to ensure staff felt supported, engaged and able to express their concerns to their line managers.

Agile Working and Digital Support

Staff who were able to work from home, were empowered to do so through the provision of equipment, server access, IT solutions, as well as induction to using online collaborative platforms, such as Teams and Zoom. New and innovative solutions were adopted to respond to our telephony requirement and allow our staff to work from home whilst delivering information and advice services by phone. Those working from home were provided with a Self-Display Screen Assessment as well as HSE guidance on home working.

Good Governance

The Board was supported to meet online and continued to perform their roles and responsibilities during the pandemic. This provided leadership and good governance to the charity at a time where it needed it most. Moreover, in spite of all the pressures put on the charity through recovering from flooding and responding to a national crisis, the charity achieved the nationally recognised quality award, Trusted Charity Level 1. It is a quality standard which assesses the charity's ability to deliver on key areas:

- Leadership and governance.
- Financial management.
- Assessing outcomes and impact.

4. ACHIEVEMENTS AND PERFORMANCE - continued

Quality Assurance Management

Age Connects Morgannwg is constantly looking to improve and enhance our service quality. Through effective use of service-user feedback, all services are regularly evaluated, and information collated is utilised to improve and inform service delivery models.

Quality is about trying to do better: better in both the services the organisation offers and in the way the organisation runs. Age Connects Morgannwg invests in quality in order to:

- Improve effectiveness and efficiency.
- Improve satisfaction of service-users, staff and volunteers.
- Develop consistency across sites and services.
- Checking and prevention of potential risks and issues.
- Set improvement targets and priorities and monitor progress against them.
- Comparison with other organisations, leading to improvements.
- Demonstrate quality of service to funders.

Advice Quality Standard

Age Connects Morgannwg successfully re-attained the AQS standard for a further 2 years up to December 2022. This illustrates that the organisation facilitates a positive culture of involvement and consultation, strong team working and loyalty to the organisation. We have a comprehensive referral and signposting procedure. There is a very strong commitment to meeting service users' needs through effective quality procedures and a committed and professional workforce.

Strategic Objectives

Our key long-term strategic objectives are:

- To provide services in line with our object and vision.
- To build on the Charity's culture and ethos.
- To raise awareness and campaign for a fair deal for older people.

To achieve these objectives, the Board is currently reviewing and setting its Operational plan for the period 2021-2026. Our strategic priorities are:

The Cynon Linc Project allows the charity to realise a number of its strategic priorities, particularly in relation to sustainable sources of funding, strengthening the charity's position and profile and creating the space for more social enterprise activity. This opportunity also comes with potential risks, not least the ability to raise sufficient income to meet operating costs but also achieve the levels of profit required for re-investment in future growth.

The Charity trustees and the delegated Cynon Linc Project Board will have to ensure sufficient governance arrangements are in place and that adequate risk management strategies are applied to ensure the project is well managed and delivering on its objectives.

Aims of the Charity

We will help and support older people, especially those who are vulnerable, isolated and in poverty. The Charity's aims are to:

- Enable older people to secure and uphold their rights at times when they may be vulnerable.
- Provide opportunities for older people to participate and engage as active citizens.
- Provide independent, accurate and up to date information.
- Provide a wide range of information and a variety of services through a committed and high-quality workforce.
- Provide support for older people to remain living in their home of choice for as long as they wish.
- Promote health and wellbeing through the delivery of a range of activities.

4. ACHIEVEMENTS AND PERFORMANCE – continued

Organisational Objectives

- Listen to what older people tell us and work with them to design, develop and deliver the services and support they need and want.
- Work positively with local strategic partners to ensure we are able to influence service design, development and delivery.
- Build on our strong reputation by delivering the highest quality service to our stakeholders.
- Generate funds to support the needs of the Charity and its beneficiaries.
- Sell commercial products and services.
- Deploy committed, skilled and knowledgeable workers to deliver care, support and initiatives that meet the aspirations of older people.

Strategic Priorities

Objective	Success Criteria
We will create opportunities for older people to inform and improve our work.	<ul style="list-style-type: none"> • New developments/initiatives based on our research. • Evidence of change as a result of engagement. • Better quality services and support. • We know the impact we have on the lives of older people.
We will use our influence individually, collectively and in partnership to be a champion for older people.	<ul style="list-style-type: none"> • The organisation is acknowledged and sought out as a sector leader/expert advisor/consultative forum on matters concerning older people. • We see changes in policy and practice involving older people.
We will increase and invest our volunteer workforce to sustain the work of the charity.	<ul style="list-style-type: none"> • We have a clear plan of the opportunities to volunteer within the charity. • Our core activities are delivered using volunteer support. • Our volunteers are our greatest ambassadors. • We know the impact of volunteering on the charity's future, on the volunteers themselves and on the people they support.
We will develop and grow sustainable income streams to support our work and build our resilience.	<ul style="list-style-type: none"> • We know our market and develop products and services that meet its needs. • Unrestricted and independent income to the charity increases by 100%. • We are funding core activity through unrestricted income. • We operate on a full cost recovery basis.
We will invest resources in the growth and welfare of our people.	<ul style="list-style-type: none"> • Our staff, volunteers and Trustees feel that their contribution to the charity is valued. • Staff retention is high. • Staff sickness is low. • Our staff, volunteers and Trustees are our greatest ambassadors.

5. PLANS FOR FUTURE PERIODS

The **Charity Services Department** intends to focus on the following plans for the year 2021-22:

- Continue to identify and grow partnership working with other organisations.
- Extend and expand our engagement work with older people and other stakeholders.
- Review and celebrate our response to the COVID-19 pandemic and seek funding to embed the services that can continue to positively support older people.
- Develop appropriate exit strategies for services that may be affected by funding issues.
- Embark on a review of our service delivery model to ensure all our services are fit for purpose.
- Where appropriate, seek to digitalise our service provision.
- Embed our volunteer offer throughout the organisation.
- Complete research to identify the expectations of older age, to be better prepared with our service provision offer.

The **Enterprise Department** intends to focus on the following plans for the year 2021-22:

Cynon Linc

- Ensure all the areas within Cynon Linc are achieving the maximum income in line with budgets and KPIs.
- Ensuring the staffing structure within Cynon Linc is fit for purpose and that all supplies and services are in place pre-opening.
- Ensuring collaboration with third sector organisations, charities and community clubs and Groups who will be hiring and utilising the space and members of the Community are benefitting from the Café.
- Maximising media coverage of the official opening of Cynon Linc is due to take place in November 2021 which will receive significant press and media coverage.

Ageing Well

- Introduce a streamlined approach to initial engagement for customers accessing Simply Nails, including an online booking system.
- Develop the Ageing Well programme that will incorporate all five pillars of ageing well: nutrition, hydration, physical, social, and cognitive stimulation.

Simply Life

- Enhance current offering by introducing an additional three affinity products including holidays, insurance and financial planning. The vision for Simply Life is for it to become a 'One Stop Shop' where older people can find any support or services they need. Ranging from funeral plans through to exotic holidays.

Fundraising and Events

In line with continued Government restrictions it is anticipated that Fundraising activities will resume, albeit tentatively in the latter part of 2021. We plan to hold a combination of online and in person Events to maximise potential income.

The space at Cynon Linc also presents opportunities to expand on the events offered, and it is hoped that a schedule of activities and events can be held including childrens parties, Halloween, Christmas parties for both children and adults.

Following the recruitment of a Head of Marketing and Communications, the **Marketing and Communications Department** intends to focus on the following plans for the year 2021-22.

- Strengthen the ACM brand.
 - Increase awareness of ACM.
 - Grow number of social fans.
 - Build web visitors and increase digital interactions.
 - Grow revenue from digital transactions.
 - Deliver more value for corporate partners.
 - Maximise recognition for the work of ACM and volunteers.
 - Support income generating activities.
-

5. PLANS FOR FUTURE PERIODS – continued

Brand

Underpinning all marketing activities will be a renewed focus on building recognition of the ACM brand. It will be refreshed using additional colours from the corporate palette and then used consistently across all channels and materials.

Social Media

Our social channels are a powerful source of audience delivering 39,000 impressions in June 2021. The task is to get more value from this audience in terms of web visitors, transactions and interactions. This will be achieved by rebranding our social channels to achieve a consistent look and commonality of key message. Post templates will also be introduced to strengthen recognition, with increased posting of direct links to our website with a focus on events and income generating activities. Building our LinkedIn presence is a particular priority as will help support recruitment of corporate partners and other partnership opportunities.

We will also be focused on developing the Cynon Linc social channels to reach a local audience with news from the hub and local community.

Website

Detailed work is planned to improve the search performance of the website, particularly around competitive terms such as financial services and estate planning. This will be done through onsite SEO work on meta text, titles and featured images. Page copy will also be refreshed with the introduction of more contact forms that will allow for better tracking of referrals, and the introduction of a booking systems for Simply Nails.

Cynon Linc

Direct marketing of the food offering, classes, events, room bookings and staff and partners will be carried out through on and offline marketing channels, including local PR. All will seek to imbed the new Cynon Linc branding in the minds of the local community. A separate brand for the Hyb Café is also being developed, this will allow the café to be promoted as a stand-alone offering capable of developing its own audience and income channels.

Publishing of a website for Cynon Linc will also be completed in readiness for the build-up to the public opening on October 4th.

Income generation

Marketing will have a direct role in driving income through direct donations, promotion of events, referrals to third parties and promoting the corporate partners and friends programme. A key channel of work will be working with the financial services and estate planning firms to agree page copy and key messaging, so we can run focussed lead generation campaigns.

Charity Services

We will be running social campaigns to recognise the achievements of individual volunteers which will be used in turn to attract new volunteer applications. Direct links will also be formed with relevant managers to produce updates and materials from the field, which will be used as social and PR content. An analysis of the audience for our charity services will be carried out and a refreshed marketing plan written to establish optimum communication channels. Closer working with Age Connects Wales and the regions will also be increased to build momentum on common campaigns.

PR

Our PR strategy will look to distribute one key story per month to local media outlets. This will help strengthen the brand and keep ACM in the mind of potential donors and partners.

5. PLANS FOR FUTURE PERIODS – continued

The **Business Support Department** intends to focus on the following plans for the year 2021-22:

Workforce Development

Attracting, recruiting and developing a workforce fit to deliver on the charity's strategy. This will be achieved through strategy reviews and on promoting and adopting a culture of personal and professional development which reflects our values of *We Listen, We Learn, We Care*.

Recruitment

Revolutionising our external and internal communications to promote ACM's strength as a flexible, innovative employer that cares, as it embarks on a chapter moving the Head Office to a renovated building and hub at Cynon Linc in Aberdare. Whilst we cannot always compete on salaries, we aim to attract a skilled and talented workforce through our values and the impact of our work and staff engagement.

Consequently, we will modernise our recruitment process to enhance candidates' experience and maximise the charity's resources by implementing innovative digital solutions.

Remuneration and Job Evaluation

ACM aims to continue being a Real Living Wage Employer, whilst navigating the limits paused by existing funding. As it aims to attract and keep talent, it will continue to develop a job and role structure to benchmark against the Third Sector and Public Sector. It is important to have a fair pay structure which aligns with the roles and responsibilities which it delivers.

Staff Engagement

We will improve staff engagement through social and work activities – implementing co-production ethics and tools into our work for the development of policies and procedures, as well as organisational strategies. ACM aims to promote champions within the organisation on a number of topics which matters to the staff, such as environmental and ecological issues, social events, mental health, well-being.

Equality and Diversity

We will continue to recruit staff, trustees and volunteers which reflects the diversity of the society we live in and deliver services to. We will also develop policies and work practices that address the menopause, gender identity, domestic violence and other initiatives such as dog friendly office policies, which have proven to enhance staff well-being in the workplace, whilst also being inclusive of childless staff.

We aim to promote the Welsh Language and improve the number staff who have no knowledge of the Welsh Language by at least 5%, as part of the Well-being of Future Generations Act goal: *A Wales of vibrant culture and thriving Welsh language*.

Digital Transformation

The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources. The charity will embark on this journey with its workforce and support them along the way. ACM has limited resources and everything it does is to enhance user experience, whilst promoting accessibility and independence. Work has started and will continue in the following areas:

- Sharepoint - moving on a Cloud platform to promote agile working and saving on cost of a physical server.
- HR Software - that streamlines HR functions whilst promoting staff engagement and independence on matters of training, performance, annual leave and access to their data and information.
- Digital Collaboration - the ability for different teams to collaborate and share information, whilst moving away from the obsolete era of emails.
- Digital Equipment - the use of tablets for outreach workers.
- Digital Shopping - for fundraising and trading solutions at a click.
- Digital inclusion - continued work with organisation such as Digital Communities Wales which supports the work of ACM in bringing our users on the journey with us and not to be left behind in a fast technologically changing environment.

5. PLANS FOR FUTURE PERIODS – continued

- Digital solutions - finance, procurement, and other business support processes which provide a swift and efficient service and experience, whilst maximising public funds.

Governance

The Board is active in keeping in touch with governance issues, good practice and news via channels and literature such as the Charity Commission newsletter, Charity Times, Governance and Leadership. It has reviewed its skills and training needs and will be planning and attending training and recruiting accordingly.

Having achieved Trusted Charity Level 1, it aims to benchmark its performance against the Charity Governance Code which recommends good practice principles of:

- **Organisational purpose**
The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably.
- **Leadership**
Every charity is led by an effective board that provides strategic leadership in line with the charity's aims and values.
- **Integrity**
The board acts with integrity, adopting values and creating a culture which help achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- **Decision-making, risk and control**
The board makes sure that its decision-making processes are informed, rigorous and timely and that effective delegation, control and risk assessment and management systems are set up and monitored.
- **Board effectiveness**
The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions.
- **Equality, diversity and inclusion**
The board's approach to diversity supports its effectiveness, leadership and decision-making.
- **Openness and accountability**
The board leads the organisation in being transparent and accountable. The charity is open in its work, unless there is good reason for it not to be.

6. FINANCIAL REVIEW

A detailed analysis of income and expenditure for 2020-21 has been completed and compared with analysis from previous years. The business plan addresses perceived weaknesses and identifies potential opportunities. Regular monthly reporting procedures ensure that senior managers and Trustees are aware of the actual position in respect of income and expenditure against forecasts. Contingency plans have been established to take corrective action, where necessary.

The Charity will, to a certain extent, always be at risk of cuts to funding and contracts. It is, however, able to react to cuts and that is an important quality for any third sector organisation. The Charity's ability to 'cut its cloth' in the last year speaks for itself.

In August 2019, the charity started to utilise a 'Full Cost Recovery' model for the allocating of its expenditure. This meant that the true cost of each service level agreement was recognised, and the central office expenditure was decreased.

During 2020-21, the organisation received a number of Covid-19 specific grants to undertake work across Bridgend, Rhondda Cynon Taf and Merthyr Tydfil areas.

Comparison of 2019-20 with 2020-21

The Statement of Group Financial Activities for the year is set out on page 36. Total incoming resources for the Group increased from **£1,068,641 to £2,394,133** an increase of **124%**. This increase largely relates to capital income received for the Cynon Linc renovation project which is due to be completed in September 2021. Total resources expended increased from **£980,277 to £990,466**, an increase of **1%**. Employee costs represent **79%** (2020: **73%**) of total expenditure, and these have increased from **£718,270 to £782,805**.

The **subsidiary** company made a loss for the year of **£320** for the year (2020: **£357**) and has shareholders' funds of **£3,828** (2019: **£4,148**).

Investment Policy

Age Concern Morgannwg are currently in the process of reviewing and implementing their investment policy.

Reserves Policies

The Trustees have reviewed the reserves policy and:

- Analysed income and expenditure.
- Assessed past performance.
- Considered forecast based on changes in the social and health care environment.
- Assessed the economics of the Charity's programmes.
- Identified areas of risk.
- Identified exit costs should all the Charity's income streams cease at once.

The Board has designated funds for the following purposes:

- Age Connects Wales Membership.
- Developing of Trading Opportunities.
- Disaster Recovery.
- Digital Improvements.
- Cynon Linc Relocation.

General Reserve Fund

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

The review concluded that a General Reserve Fund equivalent to approximately six months of operating costs is desirable. This fund includes funds designated for specific purposes.

6. FINANCIAL REVIEW - continued

The reserves policy recognises the need to hold reserves to ensure funds are available to pursue the primary objects should the income levels fall, and to be able to operate an exit strategy should the Charity have to cease operations. Total reserves are £1,939,005 (2020: £535,338) at the balance sheet date. Of this £1,310,237 (2020: £172,339) is represented by tangible fixed assets leaving £628,768 (2019: £363,001) as the free reserves. This amounts to 26.3% (2020: 34%) of total income.

The free reserves of £628,768 represents 63.5% (2020: £363,001 and 37%) of the operating cost, or the equivalent of 6-7 months (approximately) of operating cost. The charity aims to maintain 6 months of operating costs in free reserves and will endeavour to return to this position in the coming 12 months.

Following a board review, closure costs of the charity have been assessed at £198,461 (2020: £144,959).

The reserve policy operates against a challenging operating climate and in the opinion of the trustees will continue to be under pressure in meeting charitable obligations in the future in the development of Charitable Aims.

Restricted Funds

These funds, amounting to £1,589,264 (2020: £181,518) in total, are restricted to the purposes identified in note 16.

Of this restricted reserve figure of £1,589,264, £1,320,605 is in relation to funds connected to the Cynon Linc Construction Project. The majority of the remaining restricted reserves, which total £268,659, relates to additional Covid-19 specific grants, and the intention is that these funds will be defrayed in the 2021-22 financial year.

Acknowledgements

The Board is keen to acknowledge the support provided by those organisations listed on Page 31.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity has a general **vision** of a society where older people are respected and enabled to meet their aspirations. The **mission** of the Charity is **to improve the quality of life of older people**.

Governing Document & Legal Status

Age Concern Morgannwg (the Charity) is an incorporated association. Company number: 06717361 with charitable status, governed by a Constitution – Registered Charity Number: 1129973. The Charity's operating title is **Age Connects Morgannwg**.

The Charity was constituted in 1977 following registration in 1978 as the Council for the Elderly in Mid Glamorgan. In 1999, a further resolution was passed and approved by the Charity Commission for the name of the Charity to become Age Concern Morgannwg and that its area of benefit changed to reflect the local government reorganisation.

Membership

Membership of the organisation is open to individuals and organisations who apply to the Charity and are approved by the Trustees. Membership is not transferrable and, currently, the only members of the organisations are the Directors of the organisation who also comprise of the Board of Trustees. The Directors have the right to establish classes of membership with different rights and obligations which are recorded in the register of members.

Appointment of Trustees

A regular review of the Boards succession and skills needs are performed to ensure that the Board recruit trustees to meet its skills gaps and support its strategic leadership through a fair, equal and consistent recruitment process.

Applications for potential trustees are sought by press advertisement, through registration with appropriate local networks and associations, and through invitations sent out in member mailings. An individual aged 16 years and older may apply.

Membership of the Board of Trustees consists of the Chair and eight other Trustees elected by members of the Charity as determined by the Charity's Regulations. The Board also has the power to co-opt persons to serve as members of the Board until the next election of Trustees.

Board members become members of the Charity from the time of their election. One-third of the trustees are required to stand down by rotation at each annual general meeting and may seek further reappointment.

Trustee Induction & Training

The Charity has completed its review of the process for recruiting Trustees. Potential Trustees are initially provided with reports and the organisation's strategy, that will enable them to judge whether to pursue an appointment. Application forms are completed prior to an interview with the Chair of the Charity and the Chief Executive Officer. If candidates are regarded as suitable, and wish to pursue an appointment, they are invited to observe a Board or Committee meeting and their application reviewed by the Board. Following satisfactory completion of the recruitment process, the Board will recommend appointment, as a trustee, to the Annual General Meeting.

The ongoing induction process involves meetings with key staff and attendance at training sessions, conferences, trustees and staff away days.

Organisation Governance and Structure

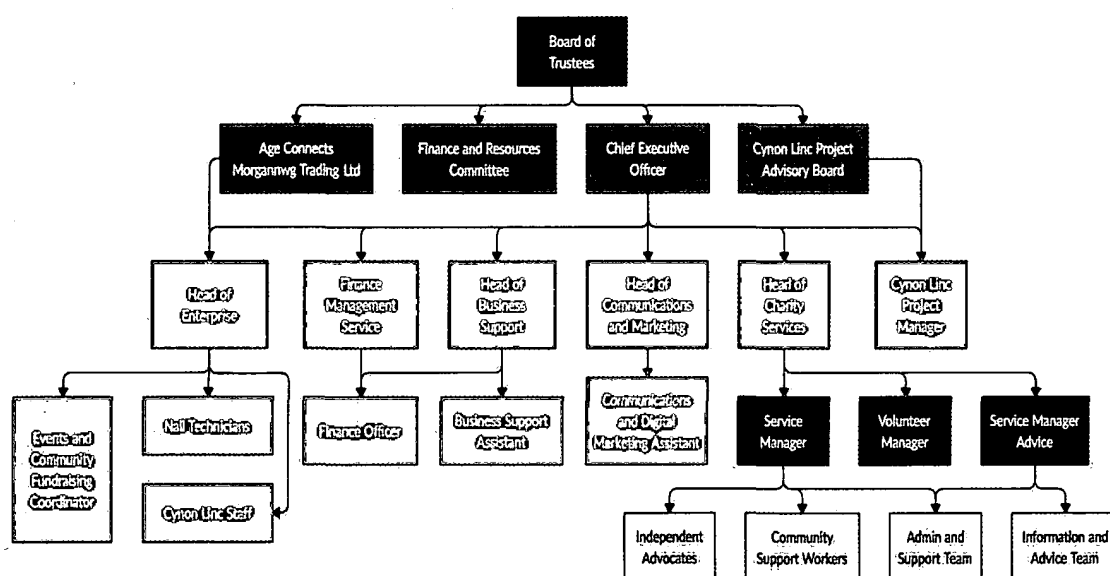
The Board has the overall responsibility for the governance of the Charity. It meets at least six times a year.

The Board delegates' authority to the Charity Executive who leads the Management Team in the day to day management of the Charity, working within the financial framework, procedures and policies set down by the Board. The Chief Executive has delegated authority for human resource planning, employment, service development and finance.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

The Board also delegates authority to the non-executive Directors of its two subsidiaries, Age Concern Morgannwg Trading Limited and Age Concern Morgannwg Limited and receives quarterly reports and meeting minutes of their progression and performance. The Board has two Sub-Committees; the Cynon Linc Advisory Board, and the Finance and Resources Committee. The latter meets bi-monthly.

The Senior Management Team, comprising of the Head of Business Support, Head of Charity Services, Head of Enterprise, and a Cynon Linc Project Manager, supports the Chief Executive Officer to deliver the charity's strategic objectives and priorities.



Related Parties

The Charity is an active member of Age Connects Wales (ACW) (Company Number 8104542). The alliance is made up of independent and autonomous Age Connect organisations, which share common aims and values working together to add value to the work and role of Age Connect in Wales.

Our membership of Age Connects Wales does not impose any influence or requirements on the Charity's internal policy or strategic planning framework, nor does it have any financial implications.

Risk Management

The systems and internal controls established by the Board are designed to provide reasonable, but not absolute, assurance against material misstatement or loss. Trustees and senior staff carry out the risk assessment in order to confirm that the major risks, to which the Charity is exposed, have been reviewed and systems established to mitigate those risks. The Board has identified the following risk areas: The Board has identified the following significant risk areas (above a score of 12) and the Board monitors these risks together with the mitigating controls and actions on a regular basis:

The scoring puts greater emphasis on impact and uses the scoring system from the Charity Commission, *Charities and Risk Management (CC26)*.

Risk Rating Impact: 1 - Insignificant; 5 - Catastrophic.
 Risk rating Likelihood: 1 - Remote; 5 - Highly probable.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

Risk and Mitigation	Likelihood (x)	Impact (y)	Score (xy+y)
<p>Discontinuation of funding, contracts and Service Level Agreements: Evidence the need and value of our services. Diversify our offer and apply for funding for our core activities. Continue to strive for excellence and keep up good relationships with our SLA providers. Negotiate longer term contracts which reflect annual cost increases in an attempt to promote sustainability and longer-term planning.</p>	2	5	15
<p>Impact of Covid on demand for services: Work with older people and local planners/funders to understand and respond to potential impact of living with long-Covid. Through engagement work, better understand and respond to numbers older people experiencing increased isolation post Covid.</p>	3	5	20
<p>Inability to recruitment and/or retain skilled and talented staff: Development and implementation of Work Force Development Plan with annual appraisal and training audit/programme</p>	3	4	16
<p>Cynon Linc not achieving its income targets: Development of a robust income generation plan supported by a targeted communications strategy.</p>	3	5	20
<p>Data Security: To mitigate the risk of cyber-attacks and data breaches we will update our security strategy, examine password protocols and review our data hosting arrangements.</p>	3	5	20

The effect of a possible cessation of a major income stream has been evaluated and the ability to restructure and continue other services without impairment is underpinned by the reserves policy and the diversification of income streams.

Leased Property

The main offices are based at 49 Mill Street and 5-7 Mill Street (Post Office). Cynon Linc of Seymour Street, Aberdare, is a Community Asset Transfer on a long-term lease from Rhondda Cynon Taff County Borough Council.

Insurance Cover

This has been reviewed in the year and the Charity maintains appropriate policies. Insurance is reviewed annually by the Board.

Pay and Remuneration

The Board considered the pay and remuneration of staff; and all staffs, contractors and casual workers were moved to the Living Wage from 1 April 2020 and the charity is now Living Wage Accredited. The Board continues its work to evaluate the remuneration of its staff, through evaluation of its pay structure.

7. STRUCTURE, GOVERNANCE AND MANAGEMENT - continued

Quality Standard

The charity obtained the Trusted Charity Mark Level 1. Trusted Charity is a quality standard that starts with a self-assessment. It is designed to enable staff, volunteers, and trustees to get involved in assessing how well their organisation is doing. The self-assessment process involves people in the organisation making judgements and providing evidence about the organisation's performance against the defined Trusted Charity indicators aligned with the 11 quality areas. The Trusted Charity Mark is a quality mark awarded to an organisation after an external assessment. It is a nationally recognised award.

8. REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company Number	06717361
Registered Charity Number	1129973
Principal & Registered Office	5-7 Mill Street Pontypridd CF37 2SN

The Directors and Trustees

The trustees who served on the board of the Charity during the period were as follows:

Christopher Ward – Chair (appointed Chair April 2020, formerly Vice Chair)
Lynda Williams – Vice Chair (appointed Vice Chair December 2020)
Colette Coleman (resigned as chair April 2020, remains a trustee)
Ashley Bale
Mair Evans
Gary Owen
Chris Williams
Richard Shaw (appointed August 2020)
Nicola Jones (appointed January 2021)
Clive Griffiths (resigned October 2020)
Mary Winter (resigned October 2020)
Natasha Applasamy – Company Secretary (appointed Company Secretary August 2020)
Rachel Rowlands (resigned as Company Secretary August 2020)

Age Concern Morgannwg Trading Limited

The directors of the charity's trading subsidiary who served during the period were as follows:

Antony Worsley
Colette Colman
Christopher Ward (appointed October 2020)
Mary Winter (resigned October 2020)
Rachel Rowlands - Company Secretary

Chief Executive Officer	Rachel Rowlands
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Senior Management Team

Head of Business Support	Natasha Applasamy
Financial Accountant	Claire Clarke
Head of Charity Services	Bethan Shoemark-Spear (Appointed October 2020)
Head of Enterprise	Adele Harries-Nicholas (Appointed September 2020)
Head of Communications and Marketing	Jonathan Curtis (Appointed June 2021)
Cynon Linc Capital Delivery Project Manager	Denise Havard

Age Concern Morgannwg Limited

**Trustees Annual Report
for the year ended 31 March 2021**

8. REFERENCE AND ADMINISTRATIVE DETAILS - continued

Auditors	Advantage Accountancy and Advisory Ltd Chartered Certified Accountants and Statutory Auditors Carlyle House 5-7 Cathedral Road Cardiff CF11 9HA
Bankers	Barclays 91 Taff Street Pontypridd CF37 4SN Hodge Bank One Central Square Cardiff CF10 1FS Handelsbanken Bridgend Branch 3 Old Field Road Bocam Park Bridgend CF35 5LJ Nationwide Building Society Kings Park Road Moulton Park Northampton NN3 6NW Monmouthshire Building Society John Frost Square Newport NP20 1PX
Solicitors	Geldards Solicitors Dumfries House Dumfries Pl Cardiff CF10 3ZF
Pension Scheme Advisors	Savvy Wealth Management 1 Church St Pontypridd CF37 2TH

**Age Concern Morgannwg Limited
Trustees Annual Report
for the year ended 31 March 2021**

STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees (who are also the directors of Age Concern Morgannwg Limited for the purposes of company law) are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charitable Company and of the incoming resources and application of resources, including the income and expenditure, of the Charitable Company for that period. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charity SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and to enable it to ensure that the financial statements comply with the Companies Act 2006, the Charities Act 2011, the applicable Charities (Accounts and Reports) regulations and the provisions of the trust deed. It is also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the trustees are aware, there is no relevant information of which the Charitable Company's auditors are unaware, and each trustee has taken all the steps that they ought to have taken as a trustee in order to make them aware of any audit information and to establish that the charitable Charity's auditors are aware of that information.

AUDITORS

Advantage Accountancy & Advisory Ltd will be proposed for reappointment at the forthcoming Annual General Meeting.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (effective 1 January 2015) and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The Report of the Trustees was approved by order of the board of trustees, as the company directors, on the and signed on the board's behalf by:



Rachel Rowlands – Chief Executive Officer

Date: 25/08/2021

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2021

Opinion

We have audited the accounts of Age Concern Morgannwg Limited for the year ended 31 March 2021 which comprise of the Group Charitable Company Statement of Financial Activities, the Group and Parent Charitable Company the Balance Sheet, the Group cashflow and the notes to the accounts, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the accounts:

- give a true and fair view of the state of the Group's and the parent charitable company's affairs as at 31 March 2021 and of the Group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the accounts section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the accounts in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue.

Our responsibilities and the responsibilities of the trustees, with respect to going concern, are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the accounts and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the accounts does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the accounts, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the accounts or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the accounts or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of the audit;

- The information given in the Trustees' annual report for the financial year is consistent with the financial statements;
- The strategic report and the Directors' report included within the Trustees Report have been prepared in accordance with applicable legal requirements.

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2021

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the trustees and its environment obtained in the course of the audit, we have not identified material misstatements within the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibility of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the accounts and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of accounts that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained understanding of the legal and regulatory frameworks applicable to the company and the sector in which they operate. We determined that the following laws and regulations were most significant: The Companies Act 2006 and UK corporate taxation laws.
- We obtained an understanding of how the company is complying with the legal and regulatory frameworks by making enquiries with management. We corroborated our inquiries through our review of board minutes and legal correspondence.
- We assessed the susceptibility of the company's financial statements to material misstatements, including how fraud might occur. Audit procedures performed by the engagement team included:
 - identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud;
 - understanding how those charged with governance considered and addressed the potential override of controls or other inappropriate influence over the financial reporting process;
 - challenging assumptions and judgements made by management in its significant accounting estimates;
 - identifying and testing journal entries, in particular any journal entries posted with unusual account combinations; and
 - assessing the extent of compliance with relevant laws and regulations.

Age Concern Morgannwg Limited
Report of the Independent Auditors to the Trustees of Age Concern Morgannwg Limited
for the year ended 31 March 2021

A further description of our responsibilities available on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance Chapter 3 of Part 16 of the Companies Act 2006 Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Stephen John Bickerton (Senior Statutory Auditor)
For and on behalf of Advantage Accountancy & Advisory Ltd
Chartered Certified Accountants & Statutory Auditors
Carlyle House
5-7 Cathedral Road
Cardiff
CF11 9HA

Date:

25/8/21

Age Concern Morgannwg Limited
Consolidated Statement of Financial Activities
(Incorporating the Consolidated Income and Expenditure Account)
for the year ended 31 March 2021

		Unrestricted	Restricted	Total	Total
		Funds	Funds	2021	2020
Income from:	Note	£	£	£	£
Donations and legacies	2	30,759	-	30,759	19,123
Charitable activities	4	76,998	2,278,196	2,355,194	1,004,619
Other trading activities	3	7,683	-	7,683	43,211
Investments	5	497	-	497	1,688
Total Income		115,937	2,278,196	2,394,133	1,068,641
Expenditure on:					
Raising funds	6	3,665	-	3,665	5,973
Charitable activities	6	116,351	870,450	986,801	974,304
Total expenditure		120,016	870,450	990,466	980,277
Net (expenditure) / income		(4,079)	1,407,746	1,403,667	88,364
Transfers between funds		-	-	-	-
Net movement in funds		(4,079)	1,407,746	1,403,667	88,364
Reconciliation of funds					
Total Funds bought forward		353,820	181,518	535,338	446,974
Total funds carried forward		349,741	1,589,264	1,939,005	446,974

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derives from continuing activities.

Age Concern Morgannwg Limited
Comparative Consolidated Statement of Financial Activities
(Incorporating the Consolidated Income and Expenditure Account)
for the year ended 31 March 2021


		Unrestricted Funds	Restricted Funds	Total 2020
Income from:	Note	£	£	£
Donations and legacies	2	19,123	-	19,123
Charitable activities	4	107,083	897,536	1,004,619
Other trading activities	3	43,211	-	43,211
Investments	5	1,688	-	1,688
Total Income		171,105	897,536	1,068,641
Expenditure on:				
Raising funds	6	5,973	-	5,973
Charitable activities	6	219,746	754,558	974,304
Total expenditure		225,719	754,558	980,277
Net (expenditure) / income		(54,614)	142,978	88,364
Transfers between funds		212,662	(212,662)	-
Net movement in funds		158,048	(69,684)	88,364
Reconciliation of funds				
Total Funds brought forward		195,772	251,202	446,974
Total funds carried forward		353,820	181,518	535,338

Age Concern Morgannwg Limited
Balance Sheet
for the year ended 31 March 2021
Registered Company Number: 06717361 (England and Wales)

		2021		2020	
		Group	Charity	Group	Charity
	Notes	2021	2021	2020	2020
		£	£	£	£
Fixed assets					
Tangible assets	11	1,310,237	1,310,237	172,337	172,337
Investments	12	-	2	-	2
		<u>1,310,237</u>	<u>1,310,239</u>	<u>172,337</u>	<u>172,339</u>
Current assets					
Current asset investments	13	102,129	102,129	154,511	154,511
Debtors	14	438,427	446,594	113,485	121,152
Cash at bank and in hand		568,347	556,350	149,282	137,478
		<u>1,108,903</u>	<u>1,105,073</u>	<u>417,278</u>	<u>413,141</u>
Current liabilities					
Creditors falling due within one year	15	(480,135)	(480,135)	(54,277)	(54,277)
Net current assets		<u>628,768</u>	<u>624,938</u>	<u>363,001</u>	<u>358,864</u>
Provisions for liabilities		-	-	-	-
NET ASSETS		<u>1,939,005</u>	<u>1,935,177</u>	<u>535,338</u>	<u>531,203</u>
Funds					
Restricted income funds	16	1,589,264	1,589,264	181,518	181,518
Unrestricted income funds	16	349,741	345,913	353,820	349,685
Total charity funds		<u>1,939,005</u>	<u>1,935,177</u>	<u>535,338</u>	<u>531,203</u>

The trustees wish to highlight that within the restricted reserves of £1,589,264 (2020: £181,518) at the 31st March 2021, £1,320,605 (2020: £174,976) relates to the Cynon Linc Construction Project which will be completed in the upcoming financial year, and draw attention to the Financial Review on Pages 24-25.

The financial statements were approved by the Board of Trustees and were signed on its behalf by:


 Christopher Ward – Chair

19.8.21
 Date

The notes form part of these financial statements

Age Concern Morgannwg Limited
Statement of Cash Flows
for the year ended 31 March 2021
Registered Company Number: 06717361 (England and Wales)

	Notes	Group 2021 £	Group 2020 £
Cash Generated used in Operating Activities	1	1,528,052	91,792
Cash flows from investing activities			
Interest income		225	1,437
Purchase of tangible fixed assets		(1,161,594)	(84,913)
Cash provided by investing activities		(1,161,369)	(83,476)
Increase/(Decrease) in cash and cash equivalents in the year		366,683	8,316
Cash and cash equivalents at the beginning of the year		303,793	295,477
Cash and cash equivalents at the end of the year		670,476	303,793

Age Concern Morgannwg Limited
Notes to the Statement of Cash Flows
for the year ended 31 March 2021
Registered Company Number: 06717361 (England and Wales)

RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM/(USED IN) OPERATING ACTIVITIES

	2021	2020
	£	£
Net (expenditure) for the reporting period (as per statement of financial activities)	1,403,667	88,364
Adjusted for:		
Depreciation charges (note 12)	23,694	22,049
Interest receivable (note 5)	(225)	(1,437)
(Increase)/Decrease in debtors	(324,942)	126,388
Increase/(Decrease) in creditors	425,858	(116,072)
Increase/(Decrease) in provisions for liabilities	-	(27,500)
Net cash used in/from Operating Activities	1,528,052	91,792

I. ACCOUNTING POLICIES

Basis of preparation

The financial statements of the Charitable Company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The Charitable Company's functional and presentational currency is the pound sterling (£), and balances are rounded to the nearest £1.

Preparation of the accounts on a going concern basis

The Group reported a cash inflow of £366,683 (2020: inflow of £8,316) for the year and reported a net surplus of £1,403,667 (2020: net surplus of £88,364). The trustees consider that there is no material uncertainty over the ability for the Group to continue as a going concern following the internal restructuring undertaken during the last two years. There have been and continue to be concerted efforts within the key management team to raise further funding through working with various diverse income streams in the post year-end period.

As a result, the trustees have adopted the going concern basis of accounting.

Basis of consolidation

The group financial statements include the results of the Charitable Company and its wholly owned trading subsidiary consolidated on a line-by-line basis.

The consolidated entity is known as the 'Group'.

Accounting policies specific to the Charitable Company or group in total are laid out below.

No separate company Statement of Financial Activities (SOFA) has been prepared for the Charitable Company as permitted by Section 408 of the Companies Act 2006.

Incoming resources

Income is recognised when the charitable company has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably. It is derived from the activities outlined below.

The charitable company delivers its services through a range of Service Level Agreements where performance monitoring information is provided to the funders on a quarterly basis. The services provided are often subject to change during the year that reflects the fluctuations in demand or the introduction of new strategies. As a result, the charitable company are expected to adapt by varying overhead allocations to reflect the cost of delivering, administering, monitoring and managing the service. There is an expectation that funders Service Level Agreements will roll on year on year provided that the objectives of the contract are being satisfied.

Donations without conditions are accounted for on a cash received basis. In the event that a donation is subject to conditions that require a level of performance before the Charitable Company is entitled to the funds, the income is deferred and not recognised in full either until those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the Charitable Company and it is probable that those conditions will be fulfilled in the reporting period.

I. ACCOUNTING POLICIES (Continued)

Incoming resources – continued

For legacies, entitlement is taken as the earlier of the date on which either:

- a) The Charitable Company is aware that probate has been granted;
- b) The estate has been finalised and notification has been made by the executor(s) that distribution will be made, or when a distribution is received from the estate.

Receipt of a legacy, whole or in part, is only considered probable when the amount can be measured reliably and the Charitable Company has been notified of the executors' intention to make a distribution. Where legacies have been notified to the Charitable Company, or the Charitable Company is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income derived from events is deferred until the criteria for income recognition are met.

Income received in the trading subsidiary represents the total value of commission receivable for the year. This income is recognised when the service to which the commission relates has been performed and entitlement to funds is probable.

Investment income is recognised when receivable and the amount can be measured reliably by the Charitable Company; this is normally upon notification of the interest paid or payable by the bank.

Rental income from operating leases (net of any incentives given to the lessee) is recognised on a straight-line basis over the lease term.

Resources expended

Expenditure is recognised once there is legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following headings:

- Costs of raising funds comprise the costs of charitable fundraising activities
- Expenditure classified as charitable expenditure comprises those costs incurred by the Charitable Company in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support the activities.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Allocation of support and governance costs

Support costs are these functions that assist the work of the Charitable Company but do not directly undertake charitable activities. Support costs have been allocated between governance costs and other support costs. Governance costs comprise all costs involving the public accountability of the Charitable Company and its compliance with regulation and good practice. These costs include costs related to statutory audit and legal fees together with an apportionment of overhead and support costs.

The bases on which support costs have been allocated are set out in note 6.

Taxation

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 – 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects purposes only. No tax charges have arisen in the Charitable Company.

The non-dormant trading subsidiary does not generally pay UK Corporation Tax because the policy is to pay taxable profits to the Charitable Company as gift aid.

I. ACCOUNTING POLICIES (Continued)

Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Long leasehold property improvements	-	1% straight line
Assets under construction	-	Not depreciated
Computers and equipment	-	33.33% straight line
Fixtures and fittings	-	20% reducing balance
Motor vehicles	-	25% straight line

Investments in Subsidiaries

Investment in subsidiary entities are held at cost less impairment.

Debtors

Trade debtors and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Current asset investments

Current asset investments includes longer term liquid investments which are held, by the trustees, for investment potential. The accounting policy for interest receivable is described within 'incoming resources' above.

Cash at bank and in hand (cash and cash equivalents)

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the Charitable Company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The Charitable Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Fund accounting

Unrestricted funds are those which are available for use at the discretion of the Board of Trustees in furtherance of the general objectives of the Charitable Company and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charitable Company for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes of the financial statements.

Designated funds are unrestricted funds of the Charitable Company which the trustees have decided at their discretion to set aside to use for a specific purpose.

Operating lease agreements

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

Pension costs

The Charitable Company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the Charitable Company. The annual contributions payable are charged to the statement of financial activities.

1. ACCOUNTING POLICIES (Continued)

Critical accounting estimates and assumptions

The Charitable Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next year are addressed below:

(a) Useful economic lives of tangible assets

The annual depreciation charge for tangible fixed assets is sensitive to changes in the estimated useful economic lives and residual values of the assets. The useful economic lives and residual values are re-assessed annually. They are amended when necessary to reflect current estimate, based on technological advancement, future investments, economic utilisation and the physical condition of the assets. See note 11 for the carrying amount of each class of asset held, and above for the useful economic lives for each class of assets.

(b) Impairment of debtors

The Charitable Company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment of trade and other debtors, management consider factors including the current credit rating of the debtor, the ageing profile of debtors and historical experience. See note 14 for the net carrying amount of debtors and associated impairment provision.

2. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted	Restricted	Total	Total
	Funds	Funds	2021	2020
	£	£	£	£
Donations	30,759	-	30,759	19,123
Legacies and bequests	-	-	-	-
	<u>30,759</u>	<u>-</u>	<u>30,759</u>	<u>19,123</u>

3. INCOME FROM OTHER TRADING ACTIVITIES

	Unrestricted	Restricted	Total	Total
	Funds	Funds	2021	2020
	£	£	£	£
Fundraising events	6,850	-	6,850	17,975
Rental income received	833	-	833	7,661
Restaurant income	-	-	-	16,237
Cynon Linc income	-	-	-	1,338
	<u>7,683</u>	<u>-</u>	<u>7,683</u>	<u>43,211</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
<u>Rhondda Cynon Taf CBC</u>				
Core Funding	21,128	-	21,128	21,128
Information and Advice	-	53,005	53,005	68,623
Independent Advocacy	-	40,455	40,455	40,000
Ysbyty George Thomas	-	15,472	15,472	-
Community & Day Unit Resource Centre	-	145,379	145,379	143,514
Food Support	-	1,000	1,000	-
Friends in Need	-	500	500	-
OPAG Support	-	2,700	2,700	5,000
	<u>21,128</u>	<u>258,511</u>	<u>279,639</u>	<u>278,265</u>
<u>Cwm Taf Morgannwg HB</u>				
Better @ Home Service	-	195,176	195,176	191,353
Hospital Discharge Service	-	115,193	115,193	113,525
Ysbyty George Thomas	-	18,372	18,372	18,372
Hospital to Home	-	72,000	72,000	72,000
Winter Funding	-	8,000	8,000	-
Rapid Discharge	-	47,000	47,000	-
Enhanced Discharge	-	9,400	9,400	-
Vaccination Transportation	-	44,939	44,939	-
	<u>-</u>	<u>510,080</u>	<u>510,080</u>	<u>395,250</u>
<u>Regional Partnership Board</u>				
ICF Capital – Cynon Linc	-	1,146,957	1,146,957	50,000
Keeping in Touch	-	60,359	60,359	-
Engagement & Capacity	-	6,300	6,300	-
Transformation Funding – COVID Response	-	37,568	37,568	-
	<u>-</u>	<u>1,251,184</u>	<u>1,251,184</u>	<u>50,000</u>
<u>Voluntary Action Merthyr Tydfil</u>				
ICF – Volunteer Service	-	13,241	13,241	4,414
COVID Recovery Grant – Volunteer Service	-	10,700	10,700	-
Dementia – Information & Advice	-	4,427	4,427	-
	<u>-</u>	<u>28,368</u>	<u>28,368</u>	<u>4,414</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

4. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES (CONTINUED)

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
<u>Community Foundation Wales</u>				
Research Project	-	5,000	5,000	-
Respond & Recover	-	19,700	19,700	-
	<u>-</u>	<u>24,700</u>	<u>24,700</u>	<u>-</u>
<u>Other</u>				
Bridgend CBC – Bridgend Resource Centre	-	25,562	25,562	21,503
The National Lottery	-	64,000	64,000	86,000
Community Fund – Cynon Linc	-	-	-	-
Merthyr Tydfil - Activities Co-ordination	-	24,921	24,921	-
Rayne Foundation	-	4,000	4,000	-
WCVA – Michael Sheen Storm Dennis Fund	-	5,000	5,000	-
Welsh Government - Foundational Economy Simply Together	-	55,807	55,807	4,232
WCVA – Voluntary Services Emergency Fund	-	18,640	18,640	-
Cwm Taf Morgannwg Mind – COVID Response	-	4,173	4,173	-
Pen y Cymoedd – Cynon Linc	-	1,000	1,000	29,000
Dunhill Medical Trust – Cynon Linc	-	-	-	50,000
Interlink – Volunteer Training	-	2,250	2,250	-
Other Income	8,258	-	8,258	15,453
Nail Cutting	22,737	-	22,737	51,611
Hope Project	12,400	-	12,400	-
HMRC Furlough Income	12,475	-	12,475	-
Salary Recharge	-	-	-	1,303
Momentum Furniture	-	-	-	14,588
ICF Dementia Engagement	-	-	-	3,000
	<u>55,870</u>	<u>205,353</u>	<u>261,223</u>	<u>276,690</u>
Total Incoming Resources	<u>76,998</u>	<u>2,278,196</u>	<u>2,355,194</u>	<u>1,004,619</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

5. INCOME FROM OTHER TRADING ACTIVITIES

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Bank interest receivable	225	-	225	1,437
Trading subsidiary income	272	-	272	251
	<u>497</u>	<u>-</u>	<u>497</u>	<u>1,688</u>

6. COST OF CHARITABLE ACTIVITIES

	Staff Costs £	Premises £	Other £	Total 2021 £	Total 2020 £
Expenditure on raising funds	-	-	3,665	3,665	5,973
	<u>-</u>	<u>-</u>	<u>3,665</u>	<u>3,665</u>	<u>5,973</u>

	Total 2021 £	Total 2020 £
Direct costs – Information and supporting people		
Wages and salaries	728,708	569,039
Establishment costs	10,671	33,043
Repairs, maintenance & IT	9,511	10,797
Restaurant costs	-	8,429
Office expenses	12,940	14,434
Printing, postage and stationery	6,775	9,700
Corporate costs and sundry expenditure	20,752	9,710
Voluntary mileage	1,066	1,400
Motor and travel expenses	17,273	26,285
Advertising and promotion	14,636	12,275
Personal Protective Equipment	13,173	-
Legal, professional and training costs	25,503	26,457
Bank charges	658	73
Depreciation	23,694	22,049
Irrecoverable VAT	5,973	12,525
	<u>891,333</u>	<u>756,216</u>
Support costs – Information and supporting people		
Wages and salaries	54,097	149,231
Establishment costs	5,746	17,793
Repairs, maintenance & IT	5,121	5,814
Office expenses	6,968	7,772
Printing, postage and stationery	3,648	5,223
Travel and subsistence	9,301	14,153
Governance costs	10,587	18,102
	<u>95,468</u>	<u>218,088</u>
Total direct and support costs	<u>986,801</u>	<u>974,304</u>

6. COST OF CHARITABLE ACTIVITIES – CONTINUED

Support cost	Basis of allocation
Wages and salaries	Core salaries of directorship and key, non-project management
Establishment costs	35% of weekly working hours are for office based staff
Repairs and maintenance	35% of weekly working hours are for office based staff
Office expenses	35% of weekly working hours are for office based staff
Travel and subsistence	35% of weekly working hours are for office based staff
Printing, postage and stationery	35% of weekly working hours are for office based staff
Governance costs	Governance for audit, accountancy and trustee costs incurred

Included within governance costs are any costs associated with the strategic as opposed to day-to-day management of the Charitable Group's activities. These costs will include any employee benefits for trusteeship, the cost of charity employees involved in meetings with trustees, the cost of any administrative support provided to the trustees, and costs relating to constitutional and statutory requirements including audit and preparation of statutory accounts.

Support costs are allocated between unrestricted and restricted funds on the following basis:

As the Charitable Company has one charitable activity all support costs are allocated to this activity.

7. NET INCOME/(EXPENDITURE)

Arrived at after charging/(crediting)	2021	2020
	£	£
Operating lease rentals	17,120	25,244
Depreciation	23,694	22,049
Fees payable to auditor for:		
- audit services rendered	6,250	6,250
- assurance services rendered	-	-
	<u> </u>	<u> </u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

8. EMPLOYEES' REMUNERATION

a. Staff costs

	Total	Total
Staff costs during the period were:	2021	2020
	£	£
Wages and salaries	730,213	662,068
Social security costs	31,568	31,441
Other pension costs	21,024	24,761
	<u>782,805</u>	<u>718,270</u>
Staff redundancy costs	-	-
	<u>782,805</u>	<u>718,270</u>

No redundancy costs were paid in the year to 31 March 2021. Redundancy costs are recognised in the period to which they relate. At the balance sheet date there were no outstanding liabilities arising as a result of a reorganisation in the year.

b. Staff numbers

The average number of persons employed by the charitable company during the period was as follows:

	2021	2020
	No.	No.
Charitable activities	49	46
Support	3	3
Governance	1	1
	<u>53</u>	<u>50</u>

c. Higher paid staff

No employees had employee benefits in excess of £60,000 (2020: £60,000). Pension costs are allocated to activities in proportion to the related staffing costs incurred and are wholly charged to unrestricted funds.

The charity trustees were not paid or received any other benefits from employment with the charity or its subsidiary in the current or comparative year. Trustees were reimbursed travel expenses of £ (2020: £792). No charity trustee received payment for professional or other services supplied to the charity (2020: £Nil).

d. Key management personnel

Key management personnel are considered to be those personnel who are not trustees but sit within key operational and strategic roles within the Charitable Company.

The total employment benefits of the key management personnel were £160,468 (2020: £98,386) which consisted of gross pay, employers' national insurance and employers' pension cost.

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

9. TAXATION

As a registered Charitable Company, Age Concern Morgannwg Limited is entitled to the exemptions from taxation in respect of income and capital gains received within Sections 478 - 489 of the Corporation Tax Act 2010 and section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that these are applied to its charitable objects purposes only.

10. CHARITABLE COMPANY RESULTS

The Charitable Company has taken advantage of Section 408 of the Companies Act 2006 and has not included its own income and expenditure accounts in these financial statements. The results of Age Concern Morgannwg Limited (the Charitable Company) are:

	Total 2021 £	Total 2020 £
Total incoming resources	2,393,861	1,068,390
Total resources expended	(989,887)	(979,659)
Net outgoing resources and Net movement in funds	<u>1,403,974</u>	<u>88,731</u>
Funds:		
At 1 April 2020	<u>531,203</u>	<u>442,472</u>
At 31 March 2021	<u>1,935,177</u>	<u>531,203</u>

11. TANGIBLE FIXED ASSETS (GROUP & CHARITY)

	Long leasehold property improvements £	Assets under construction £	Motor Vehicles £	Fixtures, fittings & equipment £	Total £
Cost					
At 1 April 2020	123,886	-	36,567	57,604	218,057
Additions	22,228	1,115,740	-	23,626	1,161,594
At 31 March 2021	<u>146,114</u>	<u>1,115,740</u>	<u>36,567</u>	<u>81,230</u>	<u>1,379,651</u>
Depreciation					
At 1 April 2020	5,336	-	10,665	29,719	45,720
Charged in year	1,372	-	9,142	13,180	23,694
At 31 March 2021	<u>6,708</u>	<u>-</u>	<u>19,807</u>	<u>42,899</u>	<u>69,414</u>
Net book values					
At 31 March 2021	<u>139,406</u>	<u>1,115,740</u>	<u>16,760</u>	<u>38,331</u>	<u>1,310,237</u>
At 31 March 2020	<u>118,550</u>	<u>-</u>	<u>25,902</u>	<u>27,885</u>	<u>172,337</u>

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

12. INVESTMENTS – LONG-TERM

	31 March 2021		31 March 2020	
	Group	Charity	Group	Charity
	£	£	£	£
Cost at 1 April 2020 and 31 March 2021	-	2	-	2

Subsidiary undertakings

	Country of Incorporation	Principal Activity	Class	%
Age Concern Morgannwg Trading Limited (Company Number: 03942402)	England & Wales	General commercial activities to include insurance, funeral plans and equity release commission	Ordinary	100
			2021	2020
			£	£
Capital and reserves			3,830	4,148
(Loss) for the year			(318)	(357)

This subsidiary's results are included in these consolidated financial statements.

The charity also has an interest in the following:

	Country of Incorporation	Address	Ownership	%
Age Concern Morgannwg	Dormant Charity	5-7 Mill Street Pontypridd Rhondda Cynon Taff CF37 2SN	Unincorporated	100

13. INVESTMENTS – SHORT-TERM

	31 March 2021		31 March 2020	
	Group	Charity	Group	Charity
	£	£	£	£
Cash deposits	102,129	102,129	154,511	154,511

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

14. DEBTORS

	31 March 2021		31 March 2020	
	Group	Charity	Group	Charity
	£	£	£	£
Trade debtors	202,086	202,086	95,892	95,892
Amounts owed by group undertakings	-	8,167	-	7,667
Prepayments and accrued income	31,270	31,270	17,593	17,593
Recoverable VAT	205,071	205,071	-	-
	438,427	446,594	113,485	121,152

15. CREDITORS: AMOUNTS DUE WITHIN ONE YEAR

	31 March 2021		31 March 2020	
	Group	Charity	Group	Charity
	£	£	£	£
Trade creditors	439,384	439,384	4,222	4,222
Accruals and deferred income	27,556	27,556	38,640	38,640
Social security and other taxes	13,195	13,195	11,415	11,415
	480,135	480,135	54,277	54,277

Included in accruals and deferred income above is the following deferred income:

	31 March 2021		31 March 2020	
	Group	Charity	Group	Charity
	£	£	£	£
As at 1 April 2020	26,909	26,909	88,188	88,188
Amounts released to incoming resources	(26,909)	(26,909)	(88,188)	(88,188)
Amounts deferred in the year	-	-	26,909	26,909
As at 31 March 2021	-	-	26,909	26,909

16. ANALYSIS OF FUNDS (GROUP)

	Balance at			Gains, losses and Transfers	Balance at
	31-Mar 2020	Incoming resources	Resources expended		
	£	£	£	£	£
Designated funds					
Age Connects Wales	2,000	-	-	-	2,000
Development of Trading Opportunities	25,000	-	-	-	25,000
Disaster recovery	20,000	-	-	-	20,000
Digital	-	-	-	30,000	30,000
Cynon Linc Relocation	-	-	-	50,000	50,000
	47,000	-	-	80,000	127,000
Unrestricted funds					
General funds	306,820	115,937	(120,016)	(80,000)	222,741

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2020 £	Incoming resources £	Resources expended £	Gains, losses and Transfers £	Balance at 31-Mar 2021 £
Restricted funds					
<u>Rhondda Cynon Taf CBC</u>					
Information and Advice	-	53,005	(53,005)	-	-
Independent Advocacy	-	40,455	(40,455)	-	-
Ysbyty George Thomas	-	15,472	(15,472)	-	-
Community & Day Unit Resource Centre	-	145,379	(116,641)	-	28,738
Food Support	-	1,000	(723)	-	277
Friends in Need	-	500	(500)	-	-
OPAG Support	-	2,700	(2,700)	-	-
	-	258,511	(229,496)	-	29,015
<u>Cwm Taf Morgannwg HB</u>					
Better @ Home Service	-	195,176	(176,736)	-	18,440
Hospital Discharge Service	-	115,193	(95,260)	-	19,933
Ysbyty George Thomas	-	18,372	(16,362)	-	2,010
Hospital to Home	-	72,000	(52,203)	-	19,797
Winter Funding	-	8,000	-	-	8,000
Rapid Discharge	-	47,000	-	-	47,000
Enhanced Discharge	-	9,400	-	-	9,400
Vaccination Transportation	-	44,939	(19,000)	-	25,939
	-	510,080	(359,560)	-	150,520
<u>Regional Partnership Board</u>					
ICF Capital – Cynon Linc	124,987	1,146,957	(1,328)	-	1,270,616
Keeping in Touch	-	60,359	(27,620)	-	32,739
Engagement & Capacity	-	6,300	-	-	6,300
Transformation Funding – COVID Response	-	37,568	(37,568)	-	-
	124,987	1,251,184	(66,516)	-	1,309,655
<u>Voluntary Action Merthyr Tydfil</u>					
ICF – Volunteer Service	783	13,241	(13,241)	-	783
COVID Recovery Grant – Volunteer Service	-	10,700	(5,553)	-	5,147
Dementia – Information & Advice	-	4,427	(1,656)	-	2,771
	783	28,368	(20,450)	-	8,701

Age Concern Morgannwg Limited
Notes to the Financial Statements
for the year ended 31 March 2021

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

	Balance at 31-Mar 2020 £	Incoming resources £	Resources expended £	Gains, losses and Transfers £	Balance at 31-Mar 2021 £
<u>Community Foundation</u>					
<u>Wales</u>					
Research Project	-	5,000	(3,300)	-	1,700
Respond & Recover	-	19,700	(1,158)	-	18,542
	-	24,700	(4,458)	-	20,242
<u>Other</u>					
Bridgend CBC – Bridgend Resource Centre	5,759	25,562	(25,562)	-	5,759
National Lottery Community Fund – Cynon Linc	-	64,000	(60,104)	-	3,896
Merthyr Tydfil – Activities Co-ordination	-	24,921	(24,921)	-	-
Rayne Foundation	-	4,000	(3,237)	-	763
WCVA – Michael Sheen	-	5,000	(1,007)	-	3,993
Storm Dennis Fund	-	55,807	(50,756)	-	5,051
Welsh Government - Foundational Economy Simply Together	-	18,640	(18,640)	-	-
WCVA – Voluntary Services Emergency Fund	-	4,173	(2,700)	-	1,473
Cwm Taf Morgannwg Mind – COVID Response	-	1,000	(1,000)	-	-
Pen y Cymoedd – Cynon Linc	49,989	-	(44)	-	49,989
Dunhill Medical Trust – Cynon Linc	-	2,250	(2,000)	-	250
Interlink – Volunteer Training	-	2,250	(2,000)	-	250
	55,748	205,353	(189,970)	-	71,131
Total Restricted Funds	181,518	2,278,196	(870,450)	-	1,589,264
Total Funds	535,338	2,394,133	(990,466)	-	1,939,005

Included within the above general funds are funds of the subsidiary amounting to £3,830 (2020: £4,148), all of which are unrestricted.

Designated Funds

ACW	For Age Concern Morgannwg share of funding costs of ACW.
Developing of Trading Opportunities	To facilitate new trading opportunities for the charity.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Disaster Recovery	To fund any unforeseen, emergency costs relating to the information technology infrastructure, premises costs or loss of business as a result of fire, flood or malicious content.
Digital	To support the charity's plans to improve access to and use of digital solutions for staff, volunteers, and customers. The aim of digitalisation is to align with and deliver on the strategic objectives of the organisation and achieve efficiency and boost resources.
Cynon Linc Relocation	To support costs associated with the charity's relocation to a new headquarters at Cynon Linc. Specifically, these funds will be used to support additional travel costs incurred by staff to their place of work and for the physical relocation of furniture from one site to another.
<u>Unrestricted funds</u>	General funds that are available for use at the trustees' discretion in furtherance of the objectives of the Charitable Company.
<u>Restricted Funds</u>	
Rhondda Cynon Taff CBC - Information and Advice	Funding to provide specialist advice on casework to people aged 50+ on issues such as welfare benefits, care homes and charging procedures, housing and tenancy, and managing financial affairs;
Rhondda Cynon Taff CBC - Independent Advocacy	Funding to provide independent advocacy to adults and/or their carers aged 50 and over who meet the criteria of having a care and support plan or requiring support to access the information, advice and assistance service.
Rhondda Cynon Taff CBC - Ysbyty George Thomas	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.
Rhondda Cynon Taff CBC - Community & Day Resource Centre	Funding to provide ancillary support to local authority day care settings and social care teams to ensure older people benefit from therapeutic, meaningful activities whilst visiting day opportunities, and to continue providing support to those beneficiaries in the community where appropriate.
Rhondda Cynon Taff CBC - Food Support	Funding for 'welcome home food packs' for when patients are discharged from hospital. The packs are free at the point of delivery and include food provisions to support the older person through the initial time of being home.
Rhondda Cynon Taff CBC - Friends in Need	Funding to support and market our volunteer befriending service.
Rhondda Cynon Taff CBC - OPAG Support	Funding to oversee the activity of the five 50+ Forums in RCT. The funding is to help support running costs and event costs.
Cwm Taf Morgannwg HB - Better @ Home Service	Funding to support the safe discharge home from Prince Charles Hospital and ongoing support required to return to independent living, as well as the provision of community support throughout Merthyr and RCT to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Cwm Taf Morgannwg HB - Hospital Discharge Service	Funding to support the safe discharge home from Princess of Wales Hospital and ongoing support required to return to independent living as well as the provision of community support throughout Bridgend to provide early intervention and support to people considered to be at risk of hospital admission, suffering from isolation and /or depression, and dementia and related conditions.
Cwm Taf Morgannwg HB - Ysbyty George Thomas	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Day Centre.
Cwm Taf Morgannwg HB - Hospital to Home	Funding to allow the Charitable Company to continue to provide the early discharge service in the Royal Glamorgan Hospital and Prince Charles Hospital.
Cwm Taf Morgannwg HB - Winter Funding	Funding to provide additional support for those aged 50 and over the winter period.
Cwm Taf Morgannwg HB - Rapid Discharge	Funding to provide activity provision and prepare patients for discharge from the field hospital in Bridgend.
Cwm Taf Morgannwg HB - Enhanced Discharge	Funding to introduce an additional shift in our hospital discharge team in Bridgend to alleviate delayed transfers of care and ensure increased discharged support from AMU.
Cwm Taf Morgannwg HB - Vaccination Transportation	Funding to provide a vaccination transport service, free at the point of delivery, for anyone struggling to get to their COVID-19 vaccination appointment.
Regional Partnership Board - ICF Capital - Cynon Linc	Welsh Government funding to support large capital projects that contribute to Health and Social Care.
Regional Partnership Board - Keeping in Touch	Funding to provide keeping in touch activities in community hospitals in RCT for patients to stay connected with family and friends whilst in hospital, as well as supporting clinical teams to improve patient wellbeing with the provision of activities.
Regional Partnership Board - Engagement & Capacity	Funding to complete a piece of research that identifies the best communication practices and tools to engage and inform priority groups across Cwm Taf Morgannwg.
Regional Partnership Board - Transformation Funding - COVID Response	Funding for a single point of access hub, in collaboration with third sector partners, providing mental health support to people across RCT.
Voluntary Action Merthyr Tydfil - ICF – Volunteer Service	Revenue funding to deliver befriending services to support lonely and isolated individuals across RCT and Merthyr Tydfil via the Reaching Out Project.
Voluntary Action Merthyr Tydfil - COVID Recovery Grant - Volunteer Service	Funding to be better prepared, and provide vital support, to both our volunteers and those who our volunteers support, in order to sustain volunteering through the pandemic recovery.

16. ANALYSIS OF FUNDS (GROUP) (CONTINUED)

Voluntary Action Merthyr Tydfil - Dementia – Information & Advice	Funding was secured to provide 40 sensory boxes at Christmas for older people living with Dementia who would not have received a gift. The sensory boxes contained several items linked to the senses and occupation and consisted of a Christmas Eve box that included twiddle muffs, jingle bells, selection packs, shortbread biscuits, body sprays, Adult colouring books & pencils. These were distributed before Christmas by staff and volunteers to service users.
Community Foundation Wales - Research Project	Funding to complete research projects into the expectations of older age and funding secured for a full time administrator focussed on providing an element of core support within the organisation alongside strengthening the organisations monitoring and evaluation of all services.
Community Foundation Wales - Respond & Recover	Funding to provide support to communities in responding to and recovering from the effects of the COVID pandemic.
Bridgend CBC – Bridgend Resource Centre	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia and attend the Council's Day Services at Bridgend Resource Centre.
The National Lottery Community Fund – Cynon Linc	Community Asset Transfer Programme to provide revenue and capital funding to deliver the Cynon Linc Project.
Merthyr Tydfil Activities Co-ordination	Funding to promote independence and inclusion by providing meaningful activities and support to individuals who have dementia.
Rayne Foundation	Funding to replace equipment destroyed by Storm Dennis.
WCVA – Michael Sheen Storm Dennis Fund	Funding to replace equipment destroyed by Storm Dennis.
Welsh Government - Foundational Economy Simply Together	Simply Together works closely with the Rhondda GP cluster and wellbeing co-ordinators, to support individuals to attend medical appointments, engage in activities in the community, and provide support with all aspects of managing the home.
WCVA - Voluntary Services Emergency Fund	Funding to provide support to older people, via volunteers, to stay safe, healthy and connected during the pandemic. This included ensuring older people had access to food, essential items and medication.
Cwm Taf Morgannwg Mind - COVID Response	Funding for a single point of access hub, in collaboration with other third sector partners, providing mental health support to people across RCT.
Pen y Cymoedd – Cynon Linc	Revenue funding to support the delivery of the Cynon Linc Project.
Dunhill Medical Trust – Cynon Linc	Capital funding to support the Cynon Linc project.
Interlink Volunteer Training	Funding to provide free training to volunteers throughout RCT on telephone befriending and dementia awareness.

17. LEGAL STATUS OF THE CHARITABLE COMPANY

The Charitable Company is a private company limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the Charitable Company in the event of liquidation. Further information regarding the registered office and the description of its operations and objectives is within the Trustees Annual Report.

18. NET ASSET BY FUNDS

Fund balances at 31st March 2021 are represented by:

	Unrestricted Funds	Restricted Funds	Total Funds 2021	Total Funds 2020
	£	£	£	£
Tangible fixed assets	55,091	1,255,146	1,310,237	172,337
Current assets	347,767	761,136	1,108,903	417,278
Current liabilities	(53,117)	(427,018)	(480,135)	(54,277)
Provisions for liabilities	-	-	-	-
Total net assets	349,741	1,589,264	1,939,005	535,338

19. LEASE COMMITMENTS

Operating Leases

At the 31st March 2021, the total of the Group's future minimum lease payments under non-cancellable operating leases was:

	2021	2020
	£	£
Amounts due within one year	34,773	21,075
Amounts due between one and five years	49,579	50,645
Amounts due after five years	-	-
	84,352	71,720

20. CAPITAL COMMITMENTS

The Charitable Company had outstanding capital commitments where there was a contractual obligation in relation to the Cynon Linc Construction Project totalling £731,866 (2020: £nil) at the 31st March 2021.

21. PENSIONS

Charitable Company operates a defined contribution pension scheme. The pension costs charged for the period presents contributions payable by the Charitable Company to the scheme and amounted to £21,024 (2020: £24,761).

There were outstanding contributions totalling £4,629 (2020: £3,177) at the year end. The method of allocating the liability and expense is outlined under note 6 relating to support costs, but also on the basis of staff members who are working directly on restricted activities.

22. RELATED PARTY TRANSACTIONS

The Charitable Company is an active member of the Age Connects Partnership in Wales. The Partnership is made up of independent and autonomous Age Concern organisations, which share common aims and values working together to add value to the work and role of Age Concern in Wales.

The Charitable Company has claimed exemption under FRS 102 from disclosing intra group transactions with its wholly owned subsidiary entities.

23. LEGACIES

The Charitable Company recognise legacy income when conditions for entitlement are met, the amount is quantifiable, and receipt of the income is probable.