

Registered Company Number: CE011355 (England and Wales)
Registered Charity Number: 1173881

Age Connects Wales
Unaudited Financial Statements
Year ended 31st March 2025



Age Connects Wales

Trustees' Annual Report

Year ended 31 March 2025

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 March 2025.

Reference and administrative details

Registered charity name Age Connects Wales

Charity registration number 1173881

Company registration number CE011355

Principal office and registered office Unit 10
Sbectrwm.
Bwlch Road,
Fairwater,
Cardiff,
CF5 3EF

The Trustees

Mr D A Richards
Ms A Price
Ms A Reed
Ms K Crane
Ms R Rowlands
Ms M Johnson

Age Connects Wales

Trustees' Annual Report (*continued*)

Year ended 31 March 2025

Structure, governance and management

Age Connects Wales is a national Charity made up of six local, independent Age Connects organisations, which have over 45 years' experience supporting older people and their Carers in Wales. Age Connects Wales was registered in July 2017. The charity has a legal governing document, to which the Board of Trustees adheres. The Board of Trustees facilitates an annual general meeting and meets at least four times a year, overseeing the governance of the charity, making decisions about the charity's finances, safeguarding, health and safety, project development and activities to ensure they are meeting the charity's aims and objectives.

Recruitment and appointment of board members

Each appointing body (local/regional Age Connects Organisation) may appoint one Trustee each. Articles 9 to 17 of the constitution of Age Connects Wales set out the procedures for recruitment and appointment to the Board of Trustees. Members are elected to serve for a period of three years, after which term, they are eligible to seek re-election. We aim to ensure that our Board is both representative of the people and communities with whom we work and has the necessary combined skills and experience to effectively govern the organisation.

Induction and training of new trustees

Age Connects Wales Trustee induction process is underpinned by a Trustee handbook, includes an informal interview, taking up references, and where policy necessitates, a Disclosure and Barring (DBS) check. New trustees also meet existing trustees/directors to explore the role and responsibilities in further detail. Given the role has extensive legal responsibilities, new board members may receive additional informal training, based on a trustee/director welcome pack, which includes topics such as Charity Commission guidance and Age Connects Wales portfolio of business plans.

Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Objectives and activities

Age Connects Wales Charitable Objects:

'To relieve the suffering of older vulnerable people in Wales by working with Age Connects charitable bodies, liaising with charities, government agencies and other groups to provide such charitable support as the trustees deem fit'.

Corporate Priorities 2022 - 2027

1. **Decision-making** – help ensure that older people can access free, impartial information, advice and advocacy, empowering them to make informed choices and actively participate in decisions about the challenges and opportunities associated with ageing.
2. **Wellbeing and independence** – Provide older people with the resources and support needed to maintain independence, feel connected and supported within their community and improve awareness and access to physical activity, nutrition and healthy lifestyle options.
3. **Housing** – Help older people secure suitable, affordable and accessible housing and related support that meets both their current needs and future aspirations.
4. **Transport** – Ensure older people have access to reliable, sustainable and inclusive transport options, enabling them to reach healthcare services and essential daily needs.
5. **Digital inclusion** – Support older people in gaining access to digital technology (including broadband) and provide the necessary tools and support to use it confidently and effectively.

Public Benefit

When planning our activities for the year, we have taken into account the Charity Commission's guidance on public benefit. Our focus remains on delivering a wide range of accessible services that foster social inclusion, encourage healthy and active ageing and support continued independence for older people across Wales. We also work in close partnership with stakeholders to respond to identified needs within local and regional strategies, as well as priorities set by the Welsh Government.

Delivery strategy

Through our marketing and outreach strategy, we strive to make our services as accessible as possible for older people across Wales. Data from individual and shared content management systems is cross-referenced and thoroughly analysed, providing a strong foundation for future planning.

We operate in some of Wales's most socially and economically disadvantaged areas, tailoring support to individual needs and regional priorities. This includes everything from providing information and advice via telephone helplines, local information points, websites, social media, events and talks, to delivering comprehensive community-based programmes, specialist dementia support, hospital discharge services, foot care, befriending and ongoing welfare benefits and advocacy casework.

Service users can access support through home visits, one-to-one appointments, drop-in sessions, online platforms, social media, our website or by visiting local community hubs. Throughout this reporting period, we have continued to adapt service delivery to ensure it remains safe, efficient, and responsive to local needs. We are committed to learning from local, regional and national provision and making our services as accessible and user-friendly as possible. Looking ahead, we will maintain robust service delivery and deepen engagement with service users to better understand the challenges they face.

Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Achievements and performance

Age Alliance Wales

We are proud members of Age Alliance Wales, a strong coalition of 25 national voluntary organisations working together to shape legislation, policy and resources that enhance the lives of older people in Wales. Through this alliance, we contribute to key objectives:

- Representing the concerns and interests of older people in Wales to policymakers, strategic planners and funders.
- Strengthening each member organisation's ability to promote the wellbeing of older people.
- Collaborating with and for older people by sharing knowledge and expertise across the Age Alliance Wales network.

HOPE (Helping others participate and engage) Advocacy Project

HOPE is a partnership initiative led by Age Cymru, local Age Cymru partners and Age Connects Wales partners, funded by Welsh Government. It provides independent advocacy for older people (50+) and carers across Wales. The project empowers individuals to engage, participate, access information, understand their rights, make informed choices, share experiences and have their voices heard. HOPE delivers advocacy at a community level through a variety of models, recruiting, training and supporting volunteers to provide early intervention and prevent issues from escalating into crises.

Additionally, HOPE offers a comprehensive training programme to enhance advocates' skills and knowledge, while also delivering workshops and training opportunities for professionals seeking greater awareness of advocacy.

Marketing

Age Connects Wales has a dedicated marketing group made up of one representative from each of the six regional Age Connects organisations: Cardiff & Vale, Morgannwg, Neath Port Talbot, North Wales Central, North East Wales and Torfaen. The group meets monthly to coordinate marketing and communications activity, which includes:

- Social media messaging
- Website management
- Public relations activity
- National and local campaigns
- Partnership engagement
- Data collection, statistics and reporting

Social Media

Age Connects Wales run social media channels on Facebook and Twitter. These are used to share activity from the Age Connects regions as well as original campaign messaging and service promotions. In the year 24-25, ACW posts on Facebook and Twitter had a combined reach of over 70,000.

PR

All Age Connects Wales communications are supported by a dedicated PR initiative. This ensures the shared mission, values and activities of the six regional organisations remain visible to the public. Press releases, case studies, videos and statements are distributed to an extensive media list. The goal is to manage our reputation, strengthen community impact and raise awareness of the issues that matter most to the older people we support.

Age Connects Wales

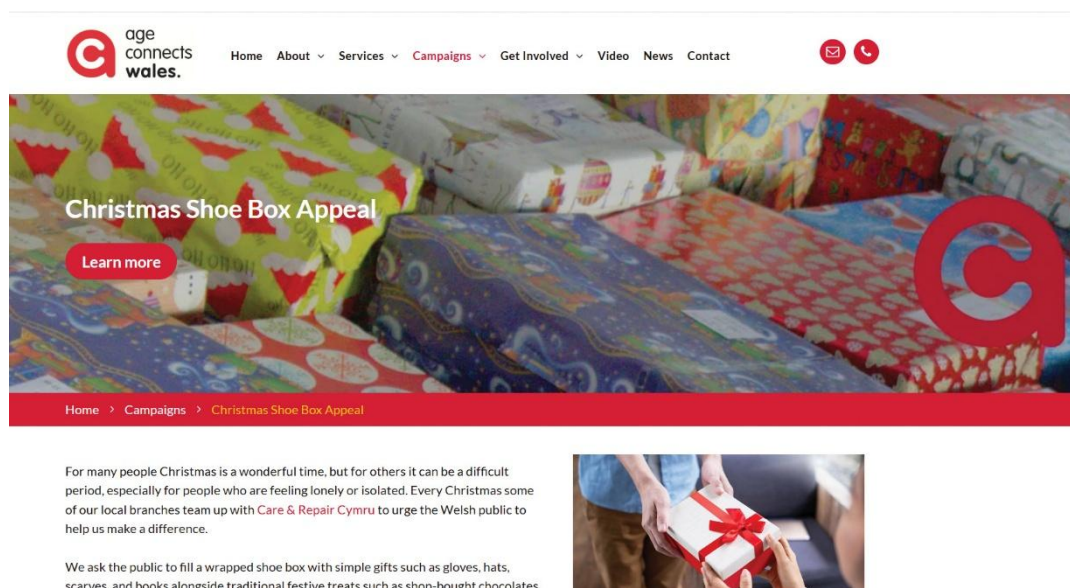
Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Website Management

During the year, we continued to enhance and maintain the Age Connects Wales website, www.ageconnectswales.com, ensuring it remains a central hub for information about the joint services delivered across the Age Connects Wales network. The site is regularly updated with news from each regional branch, highlights from our national campaigns and clear guidance on how older people and their families can access support.

The site has been fully optimised for organic search performance. As a result of this work, we now receive an average of **10 enquiries per week** directly through the website. We have also achieved strong visibility on Google, ranking on the first page for several key search terms, including “**Older People Wales**”, where we currently hold **4th position**. This improved search presence is helping us reach more older people and increase awareness of the services offered across the network.



Social Media

We manage two primary social media channels for Age Connects Wales:

- Facebook <https://www.facebook.com/AgeConnectsWales>
- X (formerly Twitter) <https://x.com/AgeConnectWales>

These channels play a vital role in amplifying news from our regional branches, driving traffic to our website and delivering national and regional campaigns that support our mission. Throughout the year, we used social media to share key messages, celebrate achievements and engage our audiences in actions that make a practical difference to older people across Wales.

Campaigns

Falls Awareness Week - 16–20 September 2024 - In partnership with Care & Repair Cymru and Age Cymru

We led a national awareness campaign to challenge the belief that falls are an inevitable part of ageing. Working closely with Care & Repair Cymru and Age Cymru, we created a suite of Age Connects Wales branded graphics that were shared across all regional channels. The campaign focused on promoting practical ways to reduce falls risk and encouraging conversations about home safety. **Campaign reach: 27,300**



International Day of Older Persons - 1 October 2024

This international observance is an opportunity to recognise the vital contributions of older people and promote positive ageing. Age Connects Wales adopted the UK theme, “**Celebrating the integral role of older people in our communities,**” sharing stories and messages that highlighted the value older people bring to Welsh society. **Campaign reach: 4,650**



Get Online Week

14–18 October 2024 - National campaign organised by WCVA

As part of Get Online Week, we helped promote events and guidance designed to support people to build confidence with digital technology. Whether managing finances, improving online safety or learning new digital skills, the campaign signposted people to free support available across Wales and the UK.

Campaign reach: 6,730

Christmas Shoe Box Appeal

November–December 2024 - In partnership with Care & Repair Cymru and Age Cymru

This annual appeal encourages the public to donate shoe boxes filled with small gifts for older people experiencing hardship or loneliness during the festive season. Donations were collected locally and distributed through Age Connects branches to service users most in need. The appeal gained significant traction on social media and in local communities, resulting in over **810 gift boxes** being distributed across Wales.

Campaign reach: 28,580

Winter Warm

December 2024 – January 2025

Age Connects Wales original campaign

We developed a series of practical, easy-to-follow tips designed to help older people stay warm over winter and reduce their energy costs. The content was shared nationally and supported by regional branches. **Campaign reach: 6,730**



Low cost tips to keep Winter Warm

Lower the thermostat
Turning it down by just one degree will save you money.

age connects wales.

Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Partnership Working

During 2024–25, Age Connects Wales has collaborated with a range of national organisations to support shared goals and strengthen our collective voice. Partners included:

- Age Alliance Wales
- Centre for Ageing Better
- Alzheimer's Society
- Age Cymru
- Care & Repair Cymru
- LEAP
- WCVA

These partnerships enabled us to deliver joint campaigns, share resources, and promote consistent messaging across the sector.

Reporting and Statistics

Age Connects Wales collects key performance data from each local Age Connects Organisation which is presented to the Age Connects Wales Board on a quarterly basis. This allows the network to monitor progress, identify trends and evaluate the effectiveness of our communications activity.

In addition, headline statistics are shared publicly through our social media channels to demonstrate our national impact and maintain transparency with our supporters and partners.

How have we helped?



2024-25

www.ageconnectswales.org.uk



Calls Taken

29,420

28,722

**Service Users
Supported**

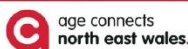


**Benefits
Claimed**

£7,113,714

28,321

**Volunteer
Hours**



Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Future Plans

Age Connects Wales (ACW) exists to ensure that our six member organisations work together to champion the rights and wellbeing of older people across Wales. Our mission is clear: to influence and campaign on the issues that matter most, while building sustainable, high-quality services that make a real difference in people's lives.

Collaboration is our strength. By sharing best practice, pooling resources, and improving access to support, we can deliver greater impact for older people and their communities. Looking ahead, we are committed to strengthening this collaborative approach through bold, future-focused initiatives.

This position will play a pivotal role in:

- Unlocking new income streams, particularly unrestricted funding.
- Driving efficiency through shared services across our network.
- Leading the development of a robust, sustainable business plan for ACW.

This investment is essential to ensure ACW remains a strong, united voice for older people and continues to influence policy and practice at the highest level.

Campaigning and influencing

Welsh Government policy increasingly champions localism - services rooted in and responsive to the communities they serve. Our six organisations already embody this principle, maintaining deep connections with local stakeholders and understanding the unique needs of their communities.

These relationships are the foundation for trust, innovation and effective service delivery. By strengthening these ties and working collaboratively, we can:

- Deliver high-quality, cost-effective services that represent excellent value for charitable and public funds.
- Share resources and expertise to tackle challenges collectively.
- Amplify our influence, locally and nationally through a unified voice.

Together, we can engage strategically with Welsh Government, local authorities and national bodies, ensuring that older people's voices are heard and their needs shape policy. Collaboration within ACW is not just about efficiency, it's about creating a platform for greater impact, securing the sustainability of vital services and driving positive change for older people across Wales.

Getting our voice heard

There is no doubt that Age Connects Wales (ACW) as a unified consortium can command a significantly stronger and more authoritative voice than any of its individual member organisations could achieve alone. Acting collectively enables ACW to engage with and influence a wide range of key decision-making bodies and stakeholders at both national and local levels. These include:

- **Welsh Parliament (Senedd)** – shaping debates and influencing legislation that affects older people and community services.
- **Welsh Government** – contributing to policy development and ensuring that the needs of older people remain central to strategic priorities.
- **Political structures at Westminster (where appropriate)** – advocating for Wales-specific considerations in UK-wide policy discussions.
- **The Older People's Commissioner for Wales** – collaborating to strengthen advocacy and amplify the voices of older people.
- **NHS Wales and Local Health Boards** – influencing health and social care integration and promoting preventative approaches.
- **Local Government** – ensuring local authorities understand and support community-based services for older people.

Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

- **Welsh academic institutions** – partnering on research, evidence gathering and innovation in service delivery.
- **Royal Voluntary Service (RVS)** – aligning efforts to enhance volunteer engagement and community resilience.
- **Age Alliance Wales** – contributing to a united sector voice on ageing issues.
- **Campaigning organisations and networks** – joining forces to advocate for rights, dignity and wellbeing of older people.
- **Care and Repair Cymru** – collaborating on housing and home adaptation initiatives.
- **Other age-related bodies** – sharing best practice and coordinating responses to emerging challenges.
- **The media** – leveraging collective credibility to raise awareness and influence public opinion.

By presenting a cohesive, collaborative front, ACW can significantly enhance its ability to influence policy, secure funding and shape public discourse. This unified approach not only strengthens advocacy but also ensures that the voices of local communities are heard at the highest levels of decision-making. It creates opportunities for joint campaigns, shared resources and consistent messaging, all of which amplify impact and reinforce the value of community-based services across Wales.

Common Services

- **A stronger proposition to commissioners and funders** - by creating a more effective and flexible structure, ACW can respond dynamically to the external operating environment and the economic pressures currently prevalent in Wales. This adaptability positions ACW as a reliable, innovative partner capable of delivering sustainable solutions that meet both local and national priorities.
- **Greater influence in negotiations, networking and funding developments** - Acting collectively amplifies the voice of the six organisations, enabling ACW to shape discussions on policy, commissioning and funding at a strategic level. This unified approach enhances credibility and ensures that the needs of older people and communities are represented more powerfully.
- **Increased confidence in sharing commercially sensitive information** - A formalised, trusted structure fosters transparency and mutual assurance among members, creating an environment where strategic insights and operational data can be exchanged securely. This openness supports better decision-making and collaborative innovation.
- **Additional resources for research and knowledge development** – Generating resources could allow ACW to invest in the development and delivery of courses, seminars and conferences. This strengthens the consortium's role as a thought leader and knowledge hub, influencing best practice across Wales.
- **Synergy through managerial economies of scale and specialisation** - Consolidating certain functions within ACW could reduce duplication, improve efficiency and free up capacity for members to focus on their areas of expertise. This promotes greater specialisation and service quality while ensuring cost-effectiveness.
- **Potential for geographic diversification** - Working together opens opportunities to expand into areas of Wales where ACW currently has no presence, ensuring equitable access to services and strengthening the network's reach.
- **Development of innovative, high-quality products and services** - Collaboration enables ACW to design and deliver new solutions that respond to emerging needs, leveraging shared expertise and resources to create impactful offerings across Wales.
- **Expansion into other markets where need is identified** - ACW can explore opportunities in adjacent regions or sectors, diversifying income streams and increasing resilience.

- **Sharing and developing complementary skills among members** - A collaborative structure encourages knowledge exchange and capacity building, ensuring that each organisation benefits from the collective expertise within ACW. This strengthens the overall capability of the consortium and enhances service delivery.

The partnership of the six organisations could create a significant opportunity to achieve economies of scale by pooling resources and sharing common back-office functions. This approach not only reduces duplication and operational costs but also enhances consistency and quality across all member organisations. Shared Services could Include:

- **Human Resources (HR):** Centralising HR functions can streamline recruitment, training and compliance processes, ensuring best practice and reducing administrative burden.
- **Marketing:** A unified marketing strategy amplifies the consortium's visibility, strengthens brand identity and enables coordinated campaigns that reach a wider audience.
- **Information Technology (IT):** Shared IT infrastructure and support services improve system reliability, cybersecurity and cost-efficiency, while enabling digital innovation across the consortium.
- **Finance and accounting services:** Centralising financial management strengthens governance, delivers accurate reporting and optimises resource allocation, ensuring transparency and accountability at every level.

In addition, management functions could be considered for a common service approach over time, creating further opportunities for efficiency and strategic alignment. This would allow senior leaders to focus more on service development and stakeholder engagement, while benefiting from streamlined operational support. Ultimately, this shared services model presents an opportunity for ACW to operate more effectively in a challenging economic environment, ensuring sustainability and maximising the impact of charitable and public funds.

Age Connects Wales

Trustees' Annual Report *(continued)*

Year ended 31 March 2025

Financial review

During the course of the year, we have continued to maintain a tight fiscal policy, which has enabled us to operate in accordance with our aims and objectives and maintain planned service provision.

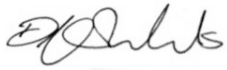
During the financial year the charity reported a deficit of £5,625 (2024: deficit of £94).

The unrestricted reserves on 31 March 2025 were £5,517 (2024: £11,142) and restricted reserves were £0 (2024: £0)

Reserves policy

The board has examined the charity's requirements for reserves in respect of the main risks to the organisation and established a policy whereby unrestricted funds held by the charity should be between three and six months of the resources expended. The Trustees are also committed to continue to build reserves in future years to enable the Charity to maintain and expand service provision.

The Trustees' annual report was approved on 27th January 2026 and signed on behalf of the board of trustees by:



Mr D A Richards
Trustee

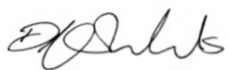
Age Connects Wales
Statement of Financial Activities
Year ended 31 March 2025

Statement of Financial Activities	<u>2024/25</u>	<u>2023/24</u>
Income and Endowments		
Donations and legacies	0	5,000
Total Income	0	5,000
Expenditure		
Expenditure on raising funds: Costs of raising donations and legacies	0	0
Expenditure on charitable activities: Support Costs	5,625	5,094
Total Expenditure	5,625	5,094
Net income/(expenditure) and net movement in funds	-5,625	-94
Reconciliation of Funds		
Total funds brought forward	11,142	11,236
Total Funds Carried Forward	5,517	11,142

Age Connects Wales
Statement of Financial Position
Year ended 31 March 2025

Statement of Financial Position	<u>2024/25</u>	<u>2023/24</u>
Current Assets		
Cash at bank and in hand	5,557	11,814
Creditors: Amounts Falling Due within One Year		
Trade creditors	40	672
Accruals and deferred income	0	0
	<u>672</u>	<u>0</u>
Net Current Assets	5,517	11,142
Total Assets Less Current Liabilities	5,517	11,142
Net Assets	<u>5,517</u>	<u>11,142</u>
Funds of the Charity		
Unrestricted funds	<u>5,517</u>	<u>11,142</u>

These financial statements were approved by the board of trustees and authorised for issue on 27th January 2026, and are signed on behalf of the board by:



Mr D Richards
Trustee



Mrs K Crane
Trustee

Age Connects Wales

Notes to the Financial Statements

Year ended 31 March 2025

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is Unit 10, Sbectrwm, Bwlch Road, Fairwater, Cardiff, CF5 3EF.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity. The financial statements have been prepared on the accruals basis for the year ended 31 March 2025.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future projects or commitments.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal and fall into one of two sub-classes: restricted income funds or endowment funds.

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- Legacy income is recognised when receipt is probable and entitlement is established.

Age Connects Wales

Notes to the Financial Statements *(continued)*

Year ended 31 March 2025

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- Expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- Expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- Other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Staff costs

Age Connects Wales does not directly employ any employees. Any incurred wages or salary costs are from re-charges from other Age Connects charities.

The average head count of employees during the year was Nil (2024: Nil). No employee received employee benefits of more than £60,000 during the year (2024: Nil).

5. Trustee remuneration and expenses

There were no remuneration or other benefits for the year ending 31st March 2025.