



2010 / 2011 Report

Director's Report on the year's activities

General Statement

Learning for the Fourth Age's (L4A) is a not for profit company, which is limited by guarantee. Our year has been an exciting period of improvements, consolidation, and preparation for future growth. We are proud to still be working in many of the first homes that we originally started delivering our service to, as well as to have spread into new territory, particularly in Sheffield, Leeds and more rural parts of Leicestershire. Another successful experiment has been to start work in some sheltered housing units with optional care provision. We were also really proud to have celebrated our third birthday this year (May 7th) and to have continued growing throughout our lifespan.

Our four directors - Toni Fazaeli, Rob Hunter, Melissa March and Nick Meyer – feel well placed within the Big Society agenda, as well as with the focuses on Dignity in Care, dementia and prevention rather than cure. We are now established in Leicester, Leeds and Sheffield with a track record of providing high quality and deeply personalised learning opportunities to older people in care settings. We also have room to grow throughout 2011/12, which makes for an exciting picture looking forward and we plan to be able to achieve this goal in the coming year.

Key Achievements in 2010/11

Our key achievements include:

- *Working with over 350 residents one-to-one throughout 2010/11*
- *Recruiting and training over 200 additional interested volunteers*
- *Evaluation findings showed over 95% satisfaction rates from residents, care home managers and volunteers in our first year*
- *Receiving a visit to see our work in a care setting from Her Royal Highness The Princess Royal*
- *Winning national and local awards*
- *Receiving funding and support from a range of local and national organisations*
- *Being involved in the Leicestershire County Council Dignity in Care project, including delivery of training to care managers and social care staff*
- *Delivery of a range of weekly group sessions, including arts and crafts, opera and poetry.*

Accommodation

L4A's registered office remains in Leicester and this supports our operations throughout the city and county. We continue to benefit from the use of Sheffield Technology Parks in the centre of Sheffield and occasional office space at QU2 in Leeds. We have also been very kindly granted space at the University of Leicester for training sessions, CRBs and other events for our volunteers. Our advisory group meetings have taken place in hired space at the Belmont House Hotel and we thank them for their ongoing support.

Policies and Procedures

L4A produced new training on Dementia Awareness, Age Awareness and Social Care Staff training in the past year. These are all optional training sessions that are regularly offered to our volunteer base and to managers for members of their staff.

Staff

Jason Briggs has just celebrated his first full year working as a Development Coordinator in Sheffield. He has worked in an exciting and creative way to deliver high quality, personalised services to older people in care settings across the city. In addition to this, he is always thinking of new and exciting ways to improve the core offering of L4A both to volunteers and to older people. Recently, he has been involved in developing an impressive set of dementia training for our volunteers and is looking to diversify our income streams.

Denis Tanfa has continued to provide high quality IT support and tuition to our learners throughout the year. There have been some great successes, from the Skype day to the film making, which would not have been possible without his time, thought and energy. He is constantly thinking up ways that we can improve the quality of life for older people and is thoroughly committed to the work that we are doing at L4A.

Danny Woodworth was our Development Coordinator in Leeds from May through until November. We would like to thank him once again for all his hard work and commitment to us and wish him the best for the future.

Professional Training

Our Executive Director undertook at PGCE in Post-Compulsory Education, which started in September 2010. She has also attended a range of conferences, including the National Digital Conference, Creating a Health and Social Care service fit for an aging population, SEEM (Social Enterprise East Midlands) conference and similar. In line with the projects that we are running, she has also received training in delivering the Community Learning Champions strategy, the UK Online Centres' Community Capacity Builders plan and AgeUK's Reach for IT training residential.

Our two Development Coordinators both received training as part of the Volunteer Managers' Programme and went on a PTLLS (Preparing to Teach in the Lifelong Learning Sector) course. They also received a two day 'shadowing' induction when they initially started in their roles. They were introduced to the Advisory Group. They spent a day with Ability Net learning about the range of hardware and software available to support older people in using the latest technologies. They also have received ongoing more specific training and resources that suit their own development.

For Leicestershire County Council's Dignity in Care project, L4A was asked to deliver three separate sessions of training for social care staff and managers in 'Meaningful Activities'. Around 50 people spent three hours each being trained by L4A and feedback was very positive. We also have been supplying activities coordinators in the homes that we work in with books, resources and ideas to bolster the programmes of activities that are already provided, particularly to include more learning wherever possible.

Promotion of our work

We made the national press during Adult Learners' Week 2011 with a mention in The Guardian. This is our first mention in the large, national press. We have continued our positive working relationship with Caring Business and have been featured in the sector press with them during the year. We have also been featured in Caring UK, the internal press at the University of Leicester and through press releases from NIACE, UnLtd and AgeUK.

L4A now has active **Facebook** and **Twitter** pages. For more information, please see:

<http://on.fb.me/nX4Djr> <http://on.fb.me/nX4Djr> for Leeds

<http://on.fb.me/oL3miB> <http://on.fb.me/oL3miB> for Leicestershire

<http://on.fb.me/nAcsv> <http://on.fb.me/nAcsv> for Sheffield

Or [@Learning4thAge](#) on Twitter.

Our thanks also go to the Nominet Trust who are supporting us to raise our profile in the media.

Awards

Our Executive Director was a regional winner in the Vinspired ENERGY awards and a regional finalist in the Ernst & Young Entrepreneur of the Year award.

Although none of our learners won outright, we would also like to note the Adult Learner's Week Awards individual nominees – Harry Allsopp, Mary Barker, Paul Bradshaw, Irene Branston, John Brown–Pacey, Gerald Cockerill, Beverly Glover, Raeburn Griffin, Ron Harrison, Fay Lee, Douglas Lazenbury and Steven Poachin – who were commended for their commitment to learning.

Resources

This has grown substantially again over the course of 2009/10. Building on our successful partnership with Apple, L4A now shares 12 iMacs with our partner care settings, 13 iPads and three Apple laptops.

Other technologies that we are using, include three other brands of laptop, Simplicity computer systems, Bamboo writing and drawing tools and the new Xoom tablets by Motorola.

We also have three digital cameras and 6 flip cameras, which residents are using to make their own films, tell their life stories and to learn about different ways of communicating with other people

During 2010/11 L4A has developed a dementia training pack and a training manual for care staff. These are readily available and they are designed to bolster and support a range of people to better carry out their roles as providers of informal adult learning to older people in care settings.

In terms of written resources, L4A has built up a library of suitable resources for volunteers all around teaching, lifelong learning, dementia, the benefits of learning, care home learning, reminiscence, mentoring and so on.

As part of our commitment to supporting care staff, we have been disseminating information amongst the activities providers, social care facilitators and managers of care settings to continue the learning of their service users after L4A have finished the one-to-one sessions each week.

Volunteering Bureaux

L4A has continued our strong links with Contact and the Student Development Zone and the University of Leicester. We thank them for their ongoing support. As well as advertising our opportunities to a wider audience, they have also booked out space for L4A to induct, train and CRB check volunteers.

Reach, Vinspired, Do-it.org, TimeBank, University of Sheffield, Sheffield Hallam University, University of Leeds, Leeds Metropolitan University, Regent College, De Montfort University, Gumtree and Vivastreet all advertise our volunteering positions as well. We thank them for supporting our work in this way.

Financial Report

Our total income for 2010/11 was £129,719 (PY £121,827). This was made up of a number of grants from Age UK, UFI, Nominet, Voluntary Action Leicester, Co-operative and LRCF. A total of £63,468 has been retained as deferred income to fund activities in the coming year.

The grants we have received both this year and last year have enabled us to double our charitable sales from £15,698 last year to £31,129.

Total expenditure for the year was £101,803 (PY £75,828), with a further £5,801 spent on equipment, projects and resources to be used as part of our activities.

The finances of the company continue to be well managed, with great care taken over how grants are spent. The grant income will enable the team to focus on further sales growth in 2012.

Partners

Abbeyfield – piloting service delivery in their sheltered housing units

Ability Net – worked to get the most suitable hardware and software for our learners

AgeUK – delivered a project for their Reach for IT programme

Apple – our learners continue to benefit from use of their products

Community Learning Champions Project – our staff and volunteers were part of this project

The Cooke E-Learning Foundation – worked together to widen digital participation in Leicestershire

The Courtyard Theatre, Arts & Older People project – we are doing similar work and sharing our findings

CSV at BBC Radio Leicester – supporting L4A to recruit volunteers through their network, including airways

First Taste – doing similar work and sharing our findings

Housing 21 – we will pilot a project in one of their sheltered housing units in 2011/12

Leeds Metropolitan Students Union Volunteer Service – recruiting volunteers to L4A

Leeds University Union – recruiting volunteers to L4A

Leicestershire County Council Dignity in Care project – L4A delivered training for this project

Leicester Integrated Living Service – delivered training to L4A

Life Long Learning Centre Sheffield

Market Harborough District Council – delivered learning sessions for people in the community together
MHA (Methodist Homes for the Aged) – working with a range of their care settings with support from HQ
NIACE – supporting and sharing our work as adult educators in care settings
Pearl Care – working with a range of their care settings and with support from HQ
Sheffield City Council – Recognised Provider List
Sheffield City Council – Sheffield Help Yourself
Sheffield Hallam University Careers Service – recruiting volunteers to L4A
UK Online Centres – Community Capacity Builders project
The University of Leicester – CONTACT Student Volunteers
The University of Leicester – Institute for Lifelong Learning
The University of Sheffield – Sheffield Volunteering
The University of Sheffield – Sheffield University Careers Service
Vinspired – recruiting volunteers to L4A
Voluntary Action LeicesterShire – recruiting volunteers to L4A
Voluntary Action Sheffield – recruiting volunteers to L4A
Voluntary Action Leeds – recruiting volunteers to L4A

We are also looking to work with more sheltered housing, day centres and people receiving social care in their own homes as part of developing our work further into new areas. Our partnerships with Abbeyfield and Housing 21 are part of this.

Future Prospects

The directors at L4A are positive about the future of the organisation. Having celebrated our third birthday in May this year, we are looking forward to a period of consolidation, further growth and expansion into new areas.

Tightened financial times are inevitably having an impact on all areas of society. The social enterprise sector is not immune to this. On top of this, whilst interest rates stay low, there is also less funding available from trusts and grant funders. However, L4A aims to run self sustaining core services and we plan to concentrate on growing our income streams in order to develop this over the next five years. This continued focus of L4A's on being a self funding organisation means that we are not reliant on government money and so we have not suffered from huge blows to our income this year. Our income has grown steadily and we are confident that we are able to continue this pace of growth. Grants that we have received have focused on research and development, materials, resources and technologies.

Case Studies – volunteers

Colette Parkinson

Colette has worked impressively hard as a volunteer to create a dementia training pack. This work has been done in conjunction with the Alzheimer's Society, SPECAL and other organisations. It has then been written up and made into a pack that volunteers and other interested parties can keep. We thank her for this focus and for creating something really valuable and tangible as a volunteer.

Hayley Collen

Hayley has been involved with advising L4A since mid 2009. We are grateful for the time that she generously contributes to the organisation in a range of roles - from writing legal documents through to interviewing new staff. We thank Hayley for her straight talking, her adaptability and her creativity.

Abbie Chidwick

Having been involved with L4A since she moved to Leicester as an undergraduate almost three years ago, Abbie's commitment to L4A really stands out. She has been working with the residents of one care home since November 2008 with great success. Stand out moments include bringing them fake snow, putting on a performance of Shakespeare and creating paper daffodils during Spring. One of the residents always talks about how Abbie "has a smile from ear to ear" every time she comes in to visit and we agree!

Alfie Wright

We want to thank Alfie who has spent time fundraising for us as a volunteer. Returning home after university, he could no longer volunteer as a learning mentor and still wanted to benefit our service users. After completing a course with DSC (Directory of Social Change) about 'How to Raise Funds from Trusts', Alfie went on to successfully locate and apply for a range of funds for L4A. We were incredibly grateful for his efforts and for his commitment to L4A.

David Shaw

The directors want to thank David for his continued support of Jason and our operations in Sheffield. In particular, he has created many successful contacts and links through networking. He has also applied and received funding to trial the use of tablet computers with older people in care settings to find out what works best for them.

The directors also want to say a special thanks to all the members of our advisory group.

**Want to know more about L4A or get involved?
See www.l4a.org.uk or email us at info@l4a.org.uk**

There are plenty of opportunities to volunteer, to let us know of care homes that might benefit from L4A's services, to make a donation, or to let us know about care home residents or their relatives who may be interested in L4A's services. Currently, L4A is expanding with the focus on the Sheffield, Leeds and Leicester areas and ultimately to become a national service.

Personnel

Directors:

Toni Fazaeli – Chair and Secretary

Rob Hunter

Melissa March

Nick Meyer

Staff

Jason Briggs - Development Coordinator (Sheffield)

Melissa March – Executive Director

Denis Tanfa – IT Lead

Danny Woodworth - Development Coordinator (Leeds)

Volunteer Staff

Dominic Palmer – Graphic Designer

Rahul Kotecha - Administrator

Mary Chapman

Charlotte Blackburn

David Shaw

Alfie Wright

Accounts

Michelle Reynolds, Collaborative Business Support Ltd

CRB checks

Roy and Helen Harvey at Helping Hands

Funders

We are grateful for funding and support from:

Age UK

Big Lottery (Awards for All)

Leicester Indigent Old Age Society

Leicestershire and Rutland Community Foundation

The Sir Thomas White Loan Charity

UK Online Centres

UnLtd - The Foundation for Social Entrepreneurs

Learning for the Fourth Age provides personalised learning services to older people who live in social care settings

Key Volunteers – Sheffield

Lawrence Jenkins
Elena Hux
Khadijeh Alghasi
Jade Bamford
Amelia Bell- Bentley
Thomas Bollard
Lauren Bowmer
Michael Brown
John Chamberlain
James Chow
Rachel Clewley
Sian Cresswell
Gemma Davies
Daniel Dixon
Sinead Doyle
Elizabeth Edley
Jade Everard
Ladipo Fagbola
Rose Fenner
Sophie Finnigan
Kezia Ford
Anita Ganguli
Charlotte Gill
Jacob Gooch
Beth Hackett
Charlotte Harrod
Muhktar Hassen
Elizabeth House
Elena Hux
Rebecca Jackson
Lawrence Jenkins
Sarah Jones
Sarah Kenny
Scott Kershaw
Clemens Kerzl
Arthur Kirby
Clea Knight
Geir Petter Laingen
Atika Jain

Jessica Hyde
Suyang Lee
Li Li
Harry Lundlam
Jennifer Marshall
Steph Massheder
Sarah Mawby
Josiane Mboda
Georgi McCarthy
Danielle Miller
Iesha Mistry
Maria Moore
Samah Mousa
Shamsa Mohamud
Kholeka Ndlovu
Colette Parkinson
Lauren Powell
Rosy Ratcliffe
Jennifer Richards
Anna Robinson
Adam Rothwell
Tayyab Sabah
Joe Saczok
David Shaw
Eleanor Sherman
Alexandra Smith
Min Sun
Vanessa Thornsby
Katy Turner
Rosie Walsh
Vanessa Xue Wang
Robin Whithead
Katie Withers
Rebecca Wood
Dong Zhang

Key Volunteers – Leicestershire

L4A trained almost 100 volunteers and key members of the volunteering group included:

Ali Abdelnaser
Maria Amalagyan
Charlotte Aziba
Alice Bennett
Sarah Bolton
Dhiren Brahmhatt
Matt Butler
Abbie Chidwick
Shengya Di
Abi Dudley
Feng Fan (Nina)
Gavin Freeman
Lizzie Gattenesi
Maggie Hebblethwaite–Sharpe
Natasha Hebblethwaite–Sharpe
Katie Dunki – Jacobs
Tomos Jones
Lyn Landon
Avril Newman
Katey Horrocks
Munya Kam??
Anne Kingham
Jing Liu
Savio Mathew
Aneka Mojarra
Victoria Nunn
Ben O’Sullivan
Dominic Palmer
Taru Sabur
Kurren Sandhu
Jaspreet Seehra
Miji Seo
Calin Stupariu
Elaina Taylor
Rupert Ward
Jennie Wilks
Alfie Wright

Care Settings

A.S. Care (was Sykefield House)
Abbey Grange
Agnes House
Aigburth
Alexander Court
Beechy Knoll
Burley Willows
Cedar Court
Fairthorn - Dore
Fulwood Lodge
Gledhow Lodge
Glenfield Woodlands
Harley Grange
Harley House
Holloway House
Kingfield Holt
Leahurst
Lester Hall Apartments
Middlecross
Moorend Place
Naseby Square
Park Lodge
Radcliffe Gardens
Rosebank
Scraftoft Court
South Lodge
Syston Lodge
Tapton Holme
Willows Court