



**alive**

Lighting up later life

# Impact Report

2024 - 2025

# About Us

**Alive is a charity dedicated to enhancing the lives of older people.**

## Our Vision

A world where older people live lives full of joy, meaning and connection.

## Our Mission

To prioritise health and wellbeing into later life by:

- Engaging older people creatively through meaningful activity
- Training and supporting care staff to enrich the lives of older people
- Reducing older people's social isolation by connecting them to their local communities
- Speaking up for the rights of older people to those with the power to improve their lives

## Our Values

### Collaborative

We work with older people and partners to deliver services that are needed and wanted. We make more of an impact when we work together for the good of others.

### Committed

We deliver, we train, we connect, we influence. We are a group of people who never give up and are fully committed to improving the lives of older people.

### Creative

We embrace creativity. We like to try and test new approaches, new partnerships, new ways of working and we aren't frightened of taking risks and possibly making mistakes.

### Community-Focussed

We fully understand the value and importance of being part of a community and work hard to connect older people to their communities – wherever that may be. We value our own community and place high importance on creating an inclusive and supportive community amongst our staff, volunteers and colleagues.

### Compassionate

We love what we do and who we work with. We are passionate about improving the quality of life of older people in whatever way we can. We value our colleagues and strive to create a positive, engaging, inclusive and supportive work culture in which we can all grow.





## Our CEO

What a year this has been for Alive as we celebrated 15 years of working with older people. Walking round our exhibition in November, it was so clear how far we have come from Tim Lloyd Yeates's initial vision of just delivering activity sessions in care homes. Working in care homes remains fundamental to what we do, but we've had to adapt to the ever-increasing need within the community for person-centred activity and support. I'm incredibly proud of everything we have achieved over the years, especially knowing we've kept Tim's vision at the heart of everything we do - and what an incredible legacy he leaves.

This year we saw the opening of our 2<sup>nd</sup> allotment, gardens at both the BRI and Weston General Hospital, and at several GP surgeries. We've even seen the beginnings of our Hoppiness project - a beer grown and harvested by older people. Our intergenerational work has continued to grow with new pilots such as the Lullaby Circle, Toddlers That Came to Tea (the first intergenerational project in a hospital), and LGBTQ+ Letters To My Younger Self.

We have seen huge recognition of our work in national and international press. For example, the Hoppiness Project and Lullaby Circle both featured on TV, online and radio. We have been able to not only promote our work, but to highlight dementia and older age in a more positive light than they have sometimes been portrayed in the media.

We have also seen a huge change this year as Phil May, who has been our Chair of Trustees since the beginning of the charity, stepped down - a huge 'thank you' to him. I'm so grateful for everything he has poured into Alive, from the initial set up, to holding Alive through Tim's passing and then subsequent funding challenges. He has been a rock. We are so pleased that Dr Kevin Woodrow has seamlessly stepped in. He brings with him vast experience at Board level and a passion for supporting older people - we are very lucky to have him.

Every member of staff has worked hard and is committed and dedicated to their role, to the organisation and the people we serve. Alive is lucky to have a talented and passionate group of staff who will go the extra mile to support the wellbeing of older people and bring joy and purpose to their lives.

2025-26 will no doubt bring a mixture of sunshine and showers but, in true Alive style, we seem to dance in the rain! I'm looking forward to taking Alive forward and am so proud of this year and all we've achieved. Enjoy!

*bobelf Jones*



## Our Reach

4,230

We've enriched the lives of 4,230 older people.

94

We've worked with 94 care homes across the UK.

33

We've delivered 33 training days nationwide.

8

We've opened and run 8 gardens in our community.

937

We've supported 937 people at our gardens.

186

We've delivered 186 Meeting Centre sessions.

92

We've been supported by 92 volunteers.





**242**

We've supported 242 younger and older people through our intergenerational STANd Project.

**100**

The Hoppiness Project supported 100 care home residents to grow hops and brew their own beer.

**72**

Our Share & Repair Project supported 72 older people to make community connections.

**130**

130 older people supported through three community groups for Bristol's Caribbean Elders.

We reached 8.7m people internationally through our media coverage on radio, TV, and online.

**8,700,000**

We've also made countless cups of tea and used bags and bags of compost!



# Our Training

**This year Alive has trained 416 care staff.**

**We have delivered 33 training courses, online and in person.**

Training has and always will be at the heart of Alive's delivery. We need care staff to be well supported, informed and inspired to ensure the care they provide is the best it can be. We have delivered training on communication, sensory, activity delivery, and dementia.

## Empathy Suit Experience

Our Empathy Suit has continued to be incredibly popular, delivering training across the country to a wide range of care homes. Many care groups have now bought their own suit to be able to train throughout their staff group, as the impact on carers was seen to be so profound. It illustrates the influence Alive has on the care sector. We also presented at the National Dementia Congress with several partner organisations.

## Activity Audits

This year we also launched Activity Audits, successfully completing four. Here we observe and benchmark activity provision in individual care homes against CQC requirements. The Audits celebrate success as well as highlight areas for improvement.







**Everyone should  
do this training.  
It should be mandatory.  
It's changed the way I care.**





**This year we have delivered 186 sessions, reaching 1,752 older people.**

Our activity sessions continue to bring joy and meaning to so many older people in a wide variety of care settings. Through the use of technology, we are able to respond to people's needs, share favourite songs, holiday destinations, see where people were born or went to school. We use poetry, song, music, exercise, nature and conversation to connect with people, bringing chat, smiles and laughter. Our sessions reduce social isolation, encourage connection, and improve wellbeing. As well as our very popular sessions, we have launched new ones this year.

## **Lullaby Circle**

Lullaby Circle was launched and is running in over six care homes across Bristol – connecting very young mums and brand new babies with older people in care homes. This has made many intergenerational friendships and is bringing smiles and connection to so many people – and it is continuing to grow.

## **Men's Clubs**

We developed Men's Clubs as a response to a need highlighted by care homes. Activities for men in particular can be a struggle, so Alive now runs successful men's groups in a number of homes, varying the topic of discussion or activity according to the needs of the attendees.







**This is the best  
fun I've had in ages.**





## **Dementia-Friendly Allotments**

We successfully opened our second allotment in Talbot Road, South Bristol this year. This follows on from our thriving allotment in Brentry, North Bristol. Numbers of attendees for both allotments have grown and they are regularly attended by carers and people living with dementia alike. They are a haven of acceptance, support and joy, providing social connection, exercise, mental stimulation and laughter. They enable carers to connect with their loved ones, whilst also getting respite and the chance to establish peer support networks.

## **Wellspring Settlement**

Wellspring is a thriving garden within an inner-city community centre. Attendees have little access to green space in their local community and blossom when being supported to get out in nature. As part of different projects, we have worked with older refugees and asylum seekers to support them in their journey.

## **Gardens in Healthcare Settings**

This continues to be an area of growth for Alive. We now have gardens at the Bristol Royal Infirmary and Weston General Hospital, allowing dementia patients to spend quality time with staff and family away from the overwhelming atmosphere of the wards. This has quickened discharge, reduced distress and improved wellbeing for patients. Staff have also benefitted, enjoying time in a non-clinical setting with their patients.







**This is my happy place.  
I feel so peaceful here.**



# Elders Groups

Alive supports three Elders Groups: Malcolm X, Evergreens and Golden Agers. With their members coming predominantly from the African Caribbean community in Bristol, 130 elders are supported throughout the year. Their ages range from 60 to 100.


The groups provide a wide range of activities from art to dominoes, bingo to sewing and are fundamental in providing social connections, friendship and support as many of the elders struggle with isolation and loneliness. For many members, this can be their main social outing of the week. Many have families that live away or abroad so are unable to access wider family support and many are facing socioeconomic deprivation.

This year has seen an increase in providing access to medical, health and wellbeing support. Nurses, health practitioners, dementia and diabetes specialists have all visited regularly, providing support, advice and signposting in an attempt to combat the vast health inequalities faced by many of our elders.

The elders also embarked on several trips, including the theatre visiting The Merchant Venturers Hall, having been celebrated for their contribution to the City of Bristol. They have also ventured further afield, with trips to places like Weymouth and Tenby.







**Coming to the club helps me to socialise and get out of the house. I get lonely on my own.**



Alive's three year National Lottery Community Funded project launched this year. STANd (Strength Together Age Network Development) has been making connections, networking, researching, training, and working in partnership with local community groups, charities, and other organisations across Bristol and North Somerset to deliver and plan innovative intergenerational projects and activities.

We delivered eight pilot projects:

- **Growing Minds**: gardening and mental health support
- **Lullaby Circle**: babies in care homes, receiving national media attention from the likes of the BBC
- **Toddlers Who Came to Tea**: first ever intergenerational session in a hospital setting
- **Letters to My Younger Self**: LGBTQ+ letter exchange of advice and support
- **Circus Skills in Care Homes & Farmer and the Clown**: intergenerational theatre
- **Forest School**: care home residents attending forest school with children

In total, the project benefitted 242 people this year, partnering with 17 community groups/organisations, and linking 101 younger people with 108 older people through a total of 577 instances of engagement over the year.

♡ TAKE WHAT YOU NEED ♡

Ask question  
you can do  
what ever  
you want.

I know this is  
a difficult time.  
As old folk lived  
through the AIDS  
crisis and Section 28.  
You will survive.

Solidarity to  
you and all of  
the younger genera

DON'T BE  
AFRAID TO BE  
YOURSELF,  
YOU WILL ALWAYS  
BE LOVED FOR  
BEING YOU!





**You become a new friend.  
I've loved every minute of  
being with the children.**



### Dementia Meeting Centres

Our Meeting Centres in Bristol, Nailsea and Portishead continue to provide a lifeline to many people affected by dementia. Sadly, we had to close our centre in Clevedon due to loss of funding. We supported 63 individuals this year, with targeted, personalised and vital support. All activity is co-produced with members, ensuring a range of support, with trips, games, banter, concerts, and visits from schools, all supporting them and their carers to live better with dementia. Meeting Centre support has been vital to keep people at home for longer, link up greater support for people, and prevent carer breakdown.

### Share & Repair

Our Share & Repair project is a community-based, intergenerational knowledge exchange, designed to improve connections and reduce social isolation for older people. The project provided a platform for showcasing the skills, talent and knowledge of older people living in the community, as well as providing opportunities for social connections, support and advice from and to younger generations. We supported 72 people, linking 47 older people and 25 adults aged under 55, through 13 different Share & Repair events.







**I love coming here.  
The highlight of my week.**



## Case Studies

Winnie is 93. She was married to Ed for 74 years, until he passed away three years ago. They were married at 17. Win has dementia and has been attending our Meeting Centres for the last three years, just after Ed's passing. She struggles with grief, and gets very lonely.

Her dementia has progressed and she finds it hard remembering places and people. However the Meeting Centre has given her a brand new friendship group and something to look forward to. She has always been incredibly sociable with a big family. She calls her Thursday group her new family, as they support each other and enjoy each other's company and will see each other sometimes outside of the centre. The group helps Winnie to cope with her grief.

Thursday is the absolute highlight of her week, when she can be with others and not sit on her own in her flat. Her sisters join her at the centre, and they enjoy spending time with Winnie, and taking part in the activities. Without the centre, Winnie has said she would be lost. In a recent hospital stay, she told the nurses she had to leave to get back to her club! The Meeting Centre provides Winnie with an anchor point each week, something to look forward to, a shoulder to cry on and, of course, there is always Barry Manilow playing, which instantly gets Winnie dancing.



**It's like a family  
here.**

**I can't wait to come  
each time.**



When David first attended the allotment, he immediately loved the atmosphere, and got on with planting some broad bean seeds. Weeks later he then labelled them, staked them, watered them, and later harvested them, sharing the crop with other participants, and smiled whenever we told people how he had helped with every step of their journey.

He is a quiet gentle man, who enjoys walks and birdwatching, and watching nature around him, and so being in the serene, biodiverse environment of the allotment is a real tonic for him. He is responsible for helping top up the bird feeders, and enjoyed keeping an eye on the blue tit family which lived in our bird box on the side of our pagoda.

He has led an incredible life, he was a successful children's publisher, having brought to life books like "Guess How Much I Love You" and "We're Going On a Bear Hunt". Books that have played a part in many of our lives - it is a privilege to support him and bring him joy.

David said, "This is what it's all about; listening to birdsong, eating bits of onion. Suddenly life makes sense". After a recent break he was "really looking forward to coming back". The allotment is a space where he is not rushed, judged or pressured, and his daughter has observed how "he never smiles as much as he does during the sessions". His Support Worker told us how she observed how much David loves coming here - "He's a completely different chap" - and how, for herself, she always comes away feeling better. "We always seem to get what we need when we come here."



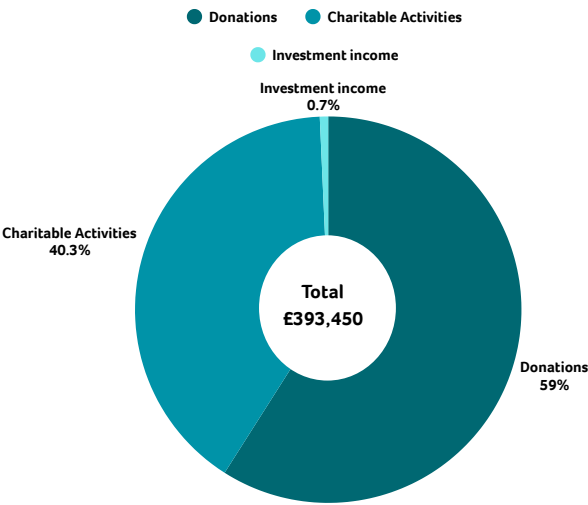
**This is what it's all about; listening to birdsong.**

**Suddenly life makes sense.**

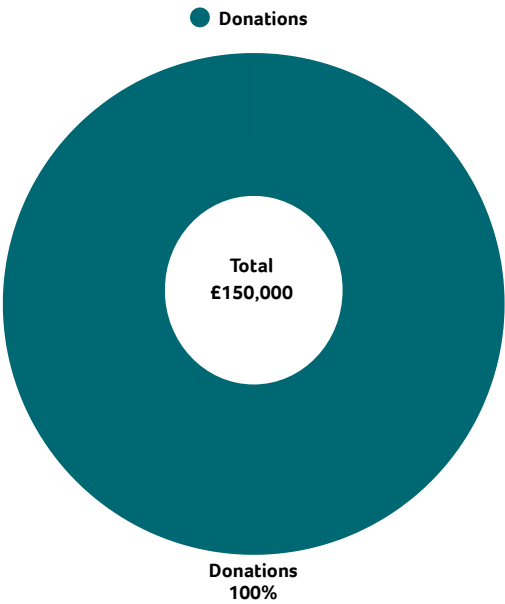


Income

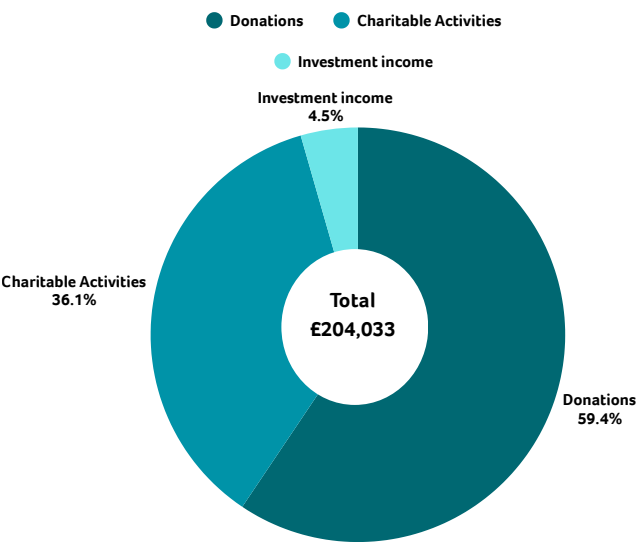
Restricted Funding



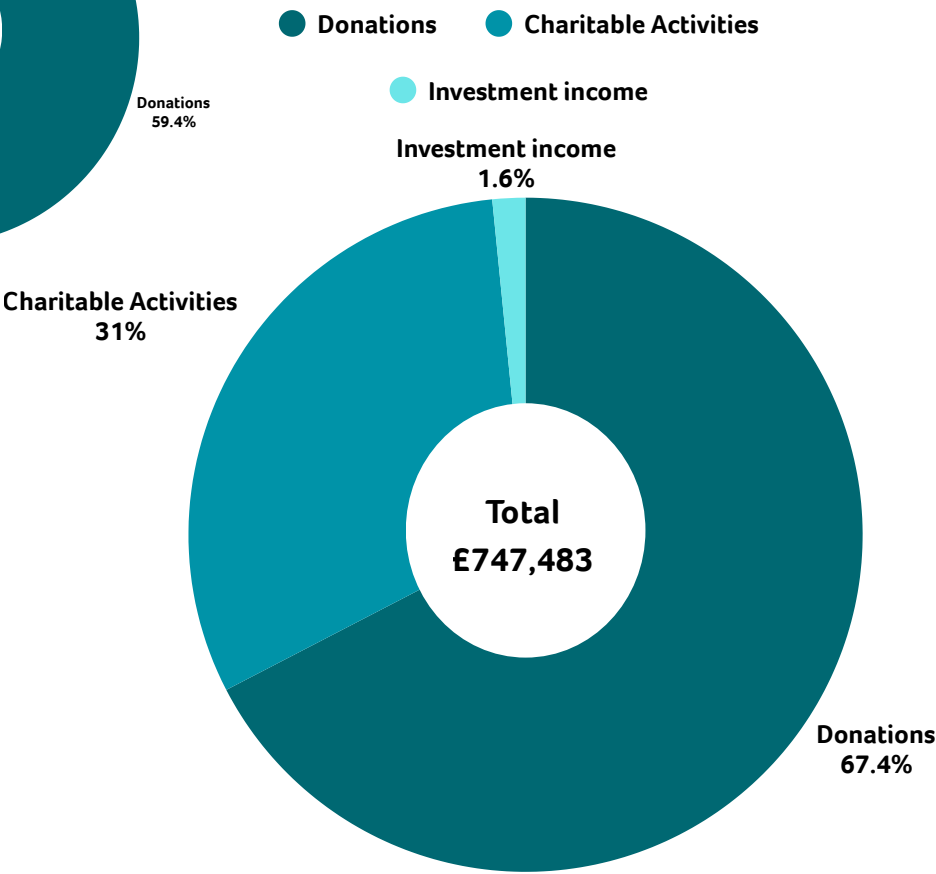
Endowment Fund  
From Edward Gostling Foundation



Unrestricted Funding

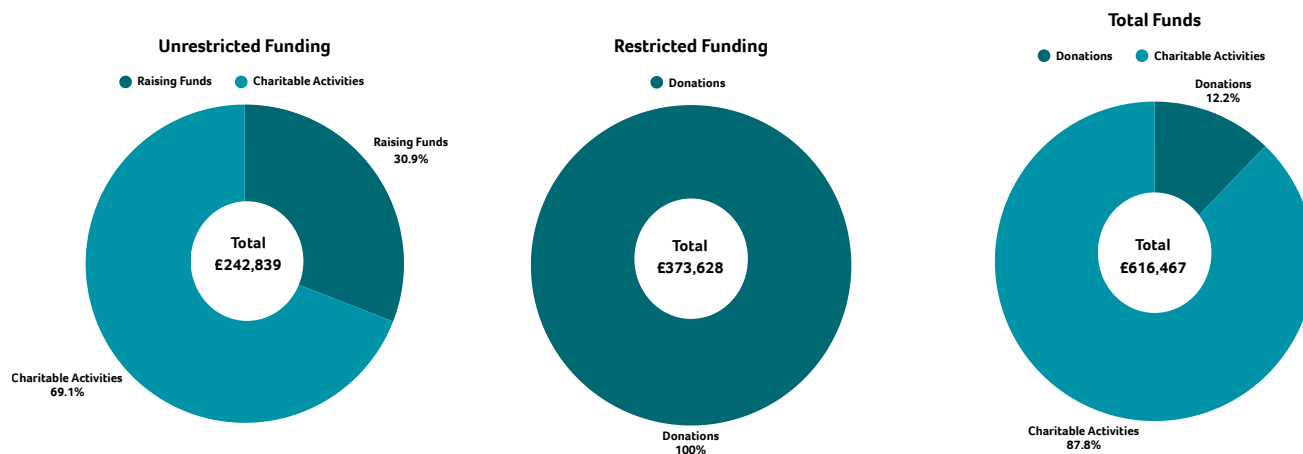


Total Funds





# Expenditure



	Unrestricted Funds	Restricted Funds	Endowment Fund	Total Funds 2025
Net income/(expenditure)	(38,806)	19,822	150,000	131,016
Transfer of Funds	(709)	709	-	-
Net movement in funds	(39,515)	20,531	150,000	131,016
Total funds at start of year	202,072	119,135	-	321,207
Total funds at end of year	162,557	139,666	150,000	452,223



## Balance Sheet

	2025 £
<b>Fixed assets</b>	
Debtors	709
Cash at bank and in hand	436,535
<b>Total</b>	<b>474,190</b>
<b>Liabilities</b>	
Creditors : amounts falling due within one year	(21,967)
Net current assets	452,223
Net assets	452,223
<b>FUNDS</b>	
<b>Unrestricted Funds</b>	162,557
<b>Restricted funds</b>	139,666
<b>Endowment funds</b>	150,000
<b>Total funds</b>	<b>452,223</b>

2024 - 2025 despite the incredible impact illustrated by our services, has not been easy for Alive financially. This is due to a loss of several pots of funding and also due to the overall economic and fundraising landscape. As an organisation, measures have been put in place to try and secure more funding and cut costs to ensure the ability to keep delivering impactful support to the most vulnerable in society.

# Our Funders

**A huge thank you to our funders - from our large trusts to our individual givers. We can't thank you enough. Without your support we couldn't do our work.**

Anchor Society	Harold Stephens Community Fund
Annett Charitable Trust	Masonic Charitable Foundation
Audley Redwood Retirement Village	National Lottery Community Fund
Barnwood Trust	Quartet Community Foundation
Blakemore Foundation	Rayne Foundation
Borrows Charitable Trust	RS Brownless Charitable Trust
Bristol Airport	Scobell Charitable Trust
Bristol and District CAMRA	Sir Jules Thorn Charitable Trust
Bristol Care Homes	Sobell Foundation
Bristol Concert Orchestra	Souter Charitable Trust
Bristol Masonic Charity	South Bristol Gardening Club
Bristol and Weston Hospitals Charity	South Gloucestershire Council
Bupa Foundation	St Monica Trust
Burges Salmon Charitable Trust	Talbot Road Allotment Association
Clevedon Inner Wheel	The Broyst Foundation
D'Oyly Carte Charitable Trust	The Power of Music Fund
Edward Gostling Foundation	The Robert Southey Lodge of
G F Eyre Charitable Trust	Freemasons
Giles Woodward	Vibe Choir
Grateful Society	Westspring IT
John & Susan Bowers Fund	William Hancock Trust Fund
John James Bristol Foundation	Womble Bond Dickinson



# Our Partners

**We firmly believe in partnership. We all work better together, when we support each other, share ideas, and work for the wider good. Sometimes we need support that isn't monetary, but rather a venue, advice or media coverage. Thank you to all our partners for enabling us to do what we do in different and very often creative ways .**

Action Funder	Enric
Age UK Bristol	Ernst & Young
Alzheimer's Society	Front Room Weston Super Mare
BBC Radio Bristol	Hargreaves Lansdown
BBC Points West	Homeinstead Bristol North
Sanctuary Care	ITV
Black South West Network	National Activity Providers Association
BRACE	Natwest
Bristol Beacon	North Somerset Council
Bristol Care Homes	Ocean Homes
Bristol Dementia Action Alliance	Ping Identity
Bristol Dementia Wellbeing Service	Riverside Garden Centre
Bristol Health Partners	St Monica Trust
Bristol Women's Voice	Superculture
Brunel Care	Team Canteen
Care and Support South West	Truffle Shuffle
Chinese Community Wellbeing Society	University of Bristol
Circomedia	UWE
Create Centre	VANS
Creative Connex CIC	VOSCUR
DAC Beachcroft	Watershed
Dhek Bahl	YTL





Please get in touch if you would like any further information about what we do, to book or participate in our sessions, or if you would like to volunteer with us.

Scan the QR to donate and help keep our vital services going.

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Registered Charity No. 1132708

