

AVSED

# ANNUAL REPORT

# 2024-2025



**LEADING THE WAY IN  
SUPPORTING  
AIREBOROUGH  
SENIORS**

Charity Number  
1165792

Company Number  
09882948

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# CHARITY DETAILS

## CHARITY ADDRESS

Greenacre Hall  
New Road Side  
Rawdon  
Leeds  
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## TELEPHONE

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## EMAIL

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## WEBSITE

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## SOCIALS

@AVSEDest1992



## OUR VISION

To be known as  
the go-to place  
for all seniors in  
Aireborough.

## OUR MISSION

To support the  
changing and  
complex needs of  
Aireborough  
seniors.

## OUR VALUES

**R**esourceful  
**E**fficient  
**S**mart  
**P**roud  
**E**ffective  
**C**reative  
**T**eam player



## AIMS AND OBJECTIVES AS SET OUT IN OUR ARTICLES OF ASSOCIATION

AVSED is established for the following charitable purposes for the benefit of older people (over 60 years of age) living in the community of Aireborough (LS19 & LS20 postcodes in the city of Leeds).

1. For the public benefit to relieve the charitable needs of older people particularly but not exclusively by relieving their loneliness and isolation and promoting and supporting their independence.
2. To promote the social inclusion of older people by preventing them from being excluded and assisting them to better integrate into society.
3. To promote the health and wellbeing of older people for public benefit.

## STRATEGIC AIMS

- Adapt to change in need and capacity.
- Secure long term financial stability and sustainable growth.
- Increase happiness, improve health services and enable independent living.
- Achieve excellence.
- Enhance community development.



## ABOUT AVSED

AVSED (Aireborough Voluntary Services to the Elderly) was founded in July 1992 by a group of dedicated local residents who recognised the loneliness and isolation experienced by older people in the Aireborough area of Leeds. The founding charity, Aireborough Voluntary Services to the Elderly with Disabilities, first became a registered charity in 1995 (charity No. 1048902).

As the organisation grew and evolved its services, it became Aireborough Voluntary Services to the Elderly (AVSED), recognised as a charitable company on February 29, 2016 (charity No. 1165792), following incorporation on November 20, 2015 (company No. 09882948). At that time, AVSED inherited the assets and contracts of the original charity, ensuring continuity of its valued community work.

Today, AVSED is governed by a Board of volunteer Trustees, who provide strategic direction and support the Scheme Manager, who oversees the daily operations and running. The charity employs a dedicated team of staff members, all passionate about improving the wellbeing of older people, and they are supported by a network of volunteers who are truly at the heart of all AVSED's work.

AVSED plays an integral role in the local community, leading Aireborough Together - our Community Anchor partnership - and working closely with other local organisations and health professionals to support our members. Recently, AVSED took over the management of Greenacre Hall, to support AVSED's ambitions and secure our future residence, and for the benefit of all local residents in the offer of a community space. Our Board, staff, and volunteers reflect the diversity of the community we serve, with many being older local residents themselves.

Membership is free and open to anyone aged 60 or over living within the boundary areas of Yeadon, Guiseley, and Rawdon. We are able to offer limited membership to those outside these parameters if need arises - to provide assistance to all older people.

As an independent charity, AVSED operates as part of the Leeds Neighbourhood Network, a group of 34 organisations supported by Leeds City Council to deliver services for older people across the city. To sustain and expand our work, we rely on a combination of charitable grants, individual donations, and community fundraising. Our major funders in the past year have included The National Lottery and the Motability Foundation.



# THE AVSED TEAM

The AVSED team is made up of:

- a Board of Trustees, that supports the strategic development of the organisation,
- the Scheme Manager, who oversees the day to day running, general operations and fundraising,
- the staff, who coordinate and deliver the activities, services and support our members,
- the volunteers, who help run things on the day and bind all aspects of AVSED together.

Our Trustees include:

- Elaine O'Brien - Chair
- Sheila Bower - Vice Chair
- Wendy Hanson - Secretary
- Richard Gray - Treasurer,

along with Ken Elliott, Christine Pearce, Graham Latty, Roy Blanchard and Susan Doubtfire.

Our Scheme Manager, Debbie Fawthrop, supports the staff including:

- Ella Baxter - Activities Coordinator
- Michelle Murphy-Fell - Volunteer Coordinator
- Stacey Battle - Membership Coordinator
- Deborah Archer - Office Coordinator
- Judith Colley - Dementia and Inclusion Lead
- Gina Adams - AVSEDplus Coordinator
- Amanda Crosby - Dementia and Inclusion assistant
- Perry Mercer - Driver
- Jon Brady - Driver
- Rebecca Durant - Cook
- Shane Ratcliffe - Caretaker
- Rob Germaine - Caretaker.

AVSED is supported by 100 volunteers - whose roles include: drivers, passenger assistants, group support, kitchen support, handymen, befrienders, hot food deliverers, fundraisers and advocates. Without them we wouldn't be able to support our 900+ members to live happy, healthy, and independent lives.

## MEET THE STAFF



Ella Baxter



Michelle  
Murphy-Fell



Stacey Battle



Deborah Archer



Judith Colley



Gina Adams



Amanda Crosby



Perry Mercer



Jon Brady



Rebecca Durrant



Shane Ratcliffe



Rob Germaine



Staff

13



Volunteers

100



Trustees

9

# MANAGER'S STATEMENT



**DEBBIE  
FAWTHROP**  
**Scheme Manager**

As Manager of AVSED, I am proud to reflect on another year of growth, expansion, and community impact. Our dedicated team of staff, volunteers, and trustees go above and beyond to support older residents in Aireborough, ensuring they remain connected, active, and valued members of our community.

Over the past year, several new and innovative ideas have been introduced, including AVSEDplus, the Lunch Club, and Super Socials. Each of these developments has been carefully designed in direct response to the evolving needs of our growing membership.

To deliver these expanded services and activities, our staff and volunteer team has also grown, enabling us to continue working collaboratively to ensure the highest quality provision for our community.

In parallel with these achievements, the organisation has navigated a number of challenges. We have effectively balanced the responsibilities and opportunities associated with managing Greenacre Hall, maintained financial stability in the face of funding pressures, and strengthened our partnerships through support for key initiatives such as Enhance, the Aireborough Together Anchor Network, Welcome Spaces, and the delivery of Household Support within the community.

Looking ahead, our focus this year is on sustainability and efficiency. Initiatives such as AVSEDplus, diversification of income streams, and enhancements to Greenacre Hall are all designed to meet the evolving needs of our members and the wider senior population in Aireborough.

When we set out last year, our goal was to establish AVSED as the go-to organisation for older people in Aireborough. I can confidently say we are well on our way. Our reputation within the community speaks volumes – as one supporter recently told me, “You’re everywhere in Aireborough!” – a compliment I take happily.

The passion, empathy, and dedication of our staff, volunteers, and trustees are truly outstanding. Everyone works tirelessly to deliver excellence in all that we do. I would like to extend my heartfelt thanks to our members, volunteers, staff, donors, funders, and partners. Your support and trust make all that we do possible. Together, we are building a stronger, more inclusive, and resilient community for older residents, and I am confident that AVSED will continue to thrive in the years ahead.

We have firmly established our roots in Aireborough, and our name is now recognised in the right circles. Over the coming year, we will continue to embed what is working well, refine services where needed, and expand our impact, ensuring older residents have access to the opportunities and support they need to live active, independent and happy lives.

I am incredibly excited for the year ahead and look forward to even greater achievements on the horizon as AVSED continues to grow, innovate, and serve our community.



# CHAIR'S STATEMENT

Last October I had the privilege of taking over as the Chair of AVSED Board from Ken Elliot, and what a year it has been! The year has seen the introduction of new activities and services in addition to those already in place, recruiting new staff, and continuing improvements to Greenacre Hall.

None of it could happen without our wonderful volunteers, and an amazing staff team led by Scheme Manager Debbie Fawthrop, who give all their energy and passion to make AVSED what it is.

On behalf of the Board, I would like to say thank you for the effort that so many people have put in to ensure the members receive the support they need and, where needed, with humour and lots of laughs. The growth in both member and volunteer numbers is a strong indicator of the need for, and importance of, continued support for Aireborough Seniors.

By reducing loneliness, building networks, keeping fit, and providing practical help to live independently and in the community, AVSED plays a key role in taking pressure off the local NHS and Council services.

To all the donors great and small we offer heartfelt thanks. As a charity, everything we do depends on receiving financial support to continue our work. The challenge of funding is a major concern. We are grateful to have received nine years Big Lottery funding that has helped AVSED get where it is today.

Unfortunately, this substantial funding ends in October 2025 and we are no longer eligible to apply for further support. In addition the Leeds City Council contracts are due for renewal in 2026. In the face of an uncertain future, the priority over the coming years will be to find ways to make AVSED sustainable, with the ability to carry on its work at the scale so evidently needed.

The Board of Trustees works with Debbie in the background, developing the strategy and looking to the future to ensure AVSED is fit for purpose and able to take the organisation forward. The hard reality is that whilst the new schemes brought in this year were planned to contribute to sustainability and bring in our own income, these take time to grow, and rising costs in all areas are making earned income difficult to achieve.

Greenacre Hall offers an opportunity to allow for expansion and developments, but not without further building improvements.

In conclusion as a Board we will continue to develop and review cost effectiveness, whilst exploring grants and other funding streams. These will include new ways of raising funds, and we sincerely hope the people of Aireborough and friends who can, will support us in these efforts.



**ELAINE  
O'BRIEN**  
Chair of Trustees

# A MESSAGE OF THANKS

## SUPPORTERS AND PARTNERS

At AVSED, we are deeply grateful for the unwavering support, kindness, and generosity we have received throughout the past year. Every donation, partnership, and act of goodwill has played a vital role in helping us continue our mission to reduce loneliness and isolation among older people in Aireborough.

We would like to sincerely thank all our supporters, funders, and partners — including our grant providers, community groups, fundraisers, and individual donors — who have given their time, money, and resources to sustain our work. Whether it's volunteering at activities, donating items, organising fundraising events, or simply spreading the word about what we do, each contribution makes a real and lasting difference.

In a time when many small charities are facing increasing financial pressures, limited funding opportunities, and rising costs, the continued belief and investment from our community has been truly inspiring. Your support — locally, regionally, and nationally — enables us not only to maintain our services, but also to grow, adapt, and reach even more people who need companionship, practical help, and social connection.

## THANK YOU TO:

### OUR GRANT PROVIDERS:

- Leeds City Council
- The National Lottery - Community Fund
- Motability Foundation
- Leeds Older People's Forum
- Leeds Community Anchor Network
- Leeds Community Foundation
- Morrisons Foundation

### OUR SUPPORTERS:

- Leeds Bradford Airport
- Ghyll Royd Care Home
- Rufford Park Bowling Club
- Power House Gym
- Morrish Solicitors
- Yeadon Charities
- Airecentre Pacers
- The Little Fisherman

**We are proud to be nominated Charity of the Year by  
Leeds Bradford Airport and Ghyll Royd Care Home**

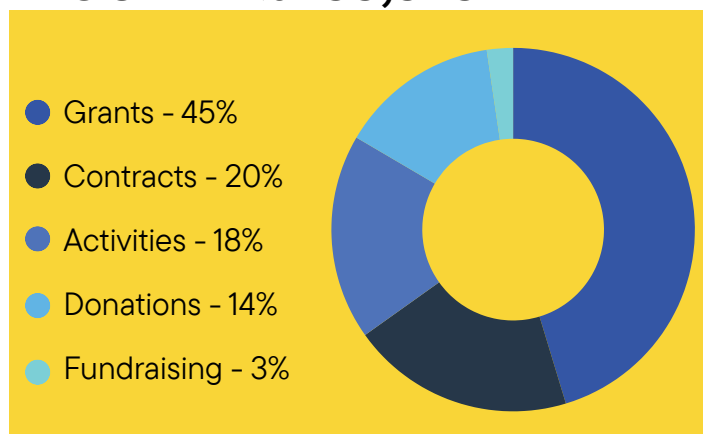
**We also extend our deepest appreciation to the families who have chosen to support AVSED through funeral collections, memorial donations, and legacy gifts. We are profoundly moved and honoured that, during moments of personal loss, you have thought of us. Knowing that we were able to bring comfort or joy to your loved ones reminds us why our work matters so deeply. These thoughtful gifts help keep their memory alive while supporting our mission to help others in the community.**



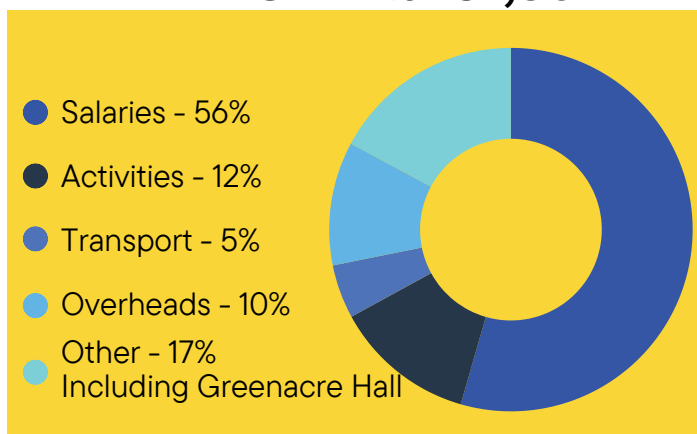


# OUR FUNDING AND FINANCIAL SUSTAINABILITY

**INCOME - £433,373**



**EXPENDITURE - £431,861**



AVSED's core income is generated through a combination of contracts, grant funding, activity fees, donations, and fundraising efforts. Over the past year, we have focused on reviewing and strengthening our funding pathways, aiming to become more financially self-sufficient and to generate income by diversifying the services and activities we offer.

While grants continue to form an essential foundation for our work, the financial pressures faced by small charities across the country have made securing them increasingly challenging. With limited resources and growing demand for support, the sector is under considerable strain. In response, AVSED has carefully analysed our financial position and developed strategies to ensure long-term sustainability, so that we can continue delivering vital services to older residents in our community.

We are grateful for donations of all sizes, whether through grant applications, corporate sponsorships, community fundraising, or individual gifts. Every contribution, no matter the amount, directly supports our work — helping to fund activities, maintain services, and ensure that older people in Aireborough continue to feel valued, connected, and supported.

By strengthening our financial resilience and nurturing diverse funding streams, AVSED is committed to building a sustainable future, ensuring that we can continue to make a meaningful difference in the lives of older residents for years to come.

**We gratefully accept donations of all sizes, whether from grant applications, sponsorships or community fundraising. Every penny helps us to provide our essential activities and services.**





# PROGRESS AND PERFORMANCE



AVSED continues to grow its reach and impact within the Aireborough area, which covers Guiseley, Yeadon, and Rawdon. With over 9,500 residents aged 60 and above in the area, we currently support 887 members, reflecting a net membership growth of 108 over the past year. While we have made significant progress, there are still many older people in the community we hope to reach in the coming years.

Key highlights from the past year include:

- Annual Activities Offered: 456
- Over 16,000 participants
- Meals Provided: 2560
- Trips Organised: 16, attended by 453 members
- Annual Transport Services: over 6000 transport opportunities this year
- Home Visits: 523
- Befriending Visits: 278
- Financial Support Distributed: £10,500

These figures demonstrate the wide-ranging support AVSED provides to older residents in Aireborough, supporting social, practical, and emotional needs, helping them remain active, connected, and independent within their community.



# THE FUTURE

## WHAT'S ON THE HORIZON FOR NEXT YEAR?

The year ahead will be both challenging and exciting for AVSED. We have identified gaps in our funding, activities, and services, and we are committed to addressing these while continuing to develop AVSED into a self-reliant, financially stable charity at the heart of the community. Our goal is to provide services that meet the evolving needs of our members and support their wellbeing, independence, and quality of life.

The older population in Aireborough is growing rapidly. Our area has one of the highest concentrations of residents over 60 in the city, and people are living longer and seeking to make the most of their later years. This growth highlights the need for AVSED to continue evolving, ensuring that we provide the activities, services, and support that our members want and need now, and in the years to come.

Over the past year, we have already adapted our charity offering to better align with demand, and the next step is to embed what is working, refine and improve services where needed, and expand our impact across the wider older community.

## KEY DEVELOPMENTS FOR THE COMING YEAR

Diversifying our income streams to become less reliant on external funding sources.

Developing our AVSEDplus initiative to offer enhanced services and activities tailored to members' needs.

Assessing our income & expenditure and ensuring prudent and efficient use of every penny.

Refurbishment and redesign of Greenacre Hall to improve facilities, accessibility, and the overall experience for all who use it.

Through these initiatives, AVSED aims to strengthen its role as a central community resource, supporting older residents to live full, active, and connected lives while building a sustainable foundation for the charity's future.













As a leading third sector organisation in Aireborough, AVSED is dedicated to becoming a primary resource and go-to place for all seniors in the community. We are actively working to raise awareness of our services and increase membership, ensuring that we continually provide the highest standards in all our business. Furthermore, we are committed to promoting our charitable objectives to the wider community, which is essential for attracting both awareness and crucial funding for our charity.

## CONTACT

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