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Manchester
Affiliate Award Winner
2023
2024



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Quality in Action Award



PROGRAMME IMPACT REPORT

MADDAD (assistance) Programme

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Aging
WITH
Dignity



Independent
Age

flowhession
BUILD • BELONG • ASPIRE • VALUE



Report Type: End of programme evaluation

Investment Body: Independent Age

Town/City: Greater Manchester Wide

Programme Duration: December 2022 - October 2023

Why was the Investment needed?

The cost-of-living crisis has disproportionately affected lower-income communities, and elderly people from CERl backgrounds as they are often more vulnerable to its impact due to social and economic factors i.e., lower income, limited access to support networks, and increased health challenges. This investment provided a proactive solution to these challenges, offering additional capacity and direct support in overcoming the language, literacy and digital barriers that may prevent the south-asian elderly diaspora from receiving benefits, grants and dispensations that could significantly improve their quality of life. The Foundation had several caseworkers already working out of satellite centres across Greater Manchester providing vital 1-1 drop-in sessions that were supporting elderly CERl service users. The additional capacity provided by this investment allowed for us to support them to further access critical financial aid during a time when every bit of support matters. This investment was therefore not only a response to addressing immediate need, due to the cost-of-living crisis but also a step toward fostering greater inclusivity and equity in social support systems.

The additional capacity from this investment provided bilingual caseworkers who supported beneficiaries to complete; a range of age-related benefit forms, housing, council tax support, pension credit, Winter related funds, disability claim forms etc. It also supported beneficiaries with energy audits and support moving over to more competitive energy suppliers. We were also able to deliver several themed bi-lingual workshops i.e., draught proofing, insulation, using slow cookers, hot water bottles etc. These sessions aimed to raise awareness amongst the diaspora on how to be more energy efficient at home. Overall Individuals received personalised, language-specific assistance necessary to ensure they fully understand and had support to access their entitlements, alleviating the risk of financial hardship exacerbated by the cost-of-living crisis.

Expected Outcomes

→ Through personalised, 1-1 bespoke support the diaspora will be able to access financial support from a range of welfare and third sector streams.

→ Improve the diasporas understanding, knowledge, skills of measures to live in a more energy efficient manner in the home.

Output - Data Dashboard

total 1-1 sessions delivered with service users
1868

number of service users engaged
533

Age-related benefit forms completed
446

energy provider switches
166

energy audits completed
211

cost of living specific grant forms completed
316

winter and cold weather grant forms completed
388

themed workshops delivered
45

housing, council tax forms completed
257

advocacy, participants engaged
8

Impact

The service has had a profound financial impact on elderly South Asian communities in Greater Manchester, offering vital support in navigating complex systems that often present significant barriers. For many of our elderly beneficiaries, language, cultural differences, and a lack of familiarity with the UK's welfare system created considerable challenges when accessing benefit and grant support as the cost-of-living crisis unfolded. This programme helped bridge that gap by offering language, digital support, cultural sensitivity, and a tailored approach that respects the specific needs of the elderly. By assisting with the completion of complex forms, such as those for pensions, housing benefits, and disability allowances, these services ensured that our beneficiaries were not excluded from the benefits to which they are entitled, improving their overall wellbeing and financial stability.

Outcomes



Just over £195,000 was secured for our 533 beneficiaries who accessed our support across welfare, grants and dispensation categories.



70% of beneficiaries who attended our themed workshops on energy efficiency in the home stated they used at least 3 ideas/tips in their home that they had learnt on the workshop.



85% of beneficiaries were either 'satisfied' or 'very satisfied' with the service they received from our caseworkers during their drop-in sessions.

How has the investment positively impacted community cohesion

The programme fostered a sense of empowerment amongst our beneficiaries, who may otherwise have felt marginalised or overwhelmed by the bureaucratic processes. The assistance provided helped reduce isolation, as many elderly individuals may feel disconnected from mainstream society or reluctant to seek help due to pride or fear of being a burden. Our support often became a trusted point of contact, not only addressing immediate needs but also providing a broader sense of community support and a sense of shared belonging and responsibility. As a result, the programme allowed beneficiaries access to resources that can enhance their quality of life and reduce feelings of insecurity and anxiety.

What worked well?

A centralised system for booking appointments, recording session notes and outcomes.

Flexible appointments to meet the needs of our beneficiaries with a 1-day appointment cancellation window.

2-hour appointment slots to ensure that sufficient time was given to listen to beneficiaries' concerns and complete a good proportion or all the application within a session.

Monthly meetings with caseworkers across Greater Manchester allowed for sharing of best practice and staff support.

What we learnt?

Clearer communication with beneficiaries from the outset that this was not a legal or appeals service.

This programme would have benefited from a short bi-lingual video that explained what to expect from our 1-1 support sessions.

Legacy

Our casework continues across our satellite sites In Greater Manchester on a reduced delivery profile this is funded from our SGIR (self-generated income reserve).

Case Study

Rihanna, an elderly Pakistani woman, aged 70, recently faced the loss of her husband, leaving her emotionally and financially vulnerable. Seeking support, she accessed our programme, where our bilingual caseworker assisted her, over a few sessions, to navigate the complex benefits system. With our guidance, Rihanna successfully claimed a bereavement support payment, pension credit and council tax relief. Our team also helped her complete an energy audit and she switched to a more competitive dual fuel supplier. As a result, Rihanna experienced significant relief, not only receiving the financial support she needed but also gaining the confidence to manage her affairs independently moving forward .

'I want to thank Wahida for listening to me and helping me to complete the online forms. She was very understanding and answered any questions I had as we went through the forms together.'

Rihanna, 70, Maddad (Assistance) Programme Beneficiary