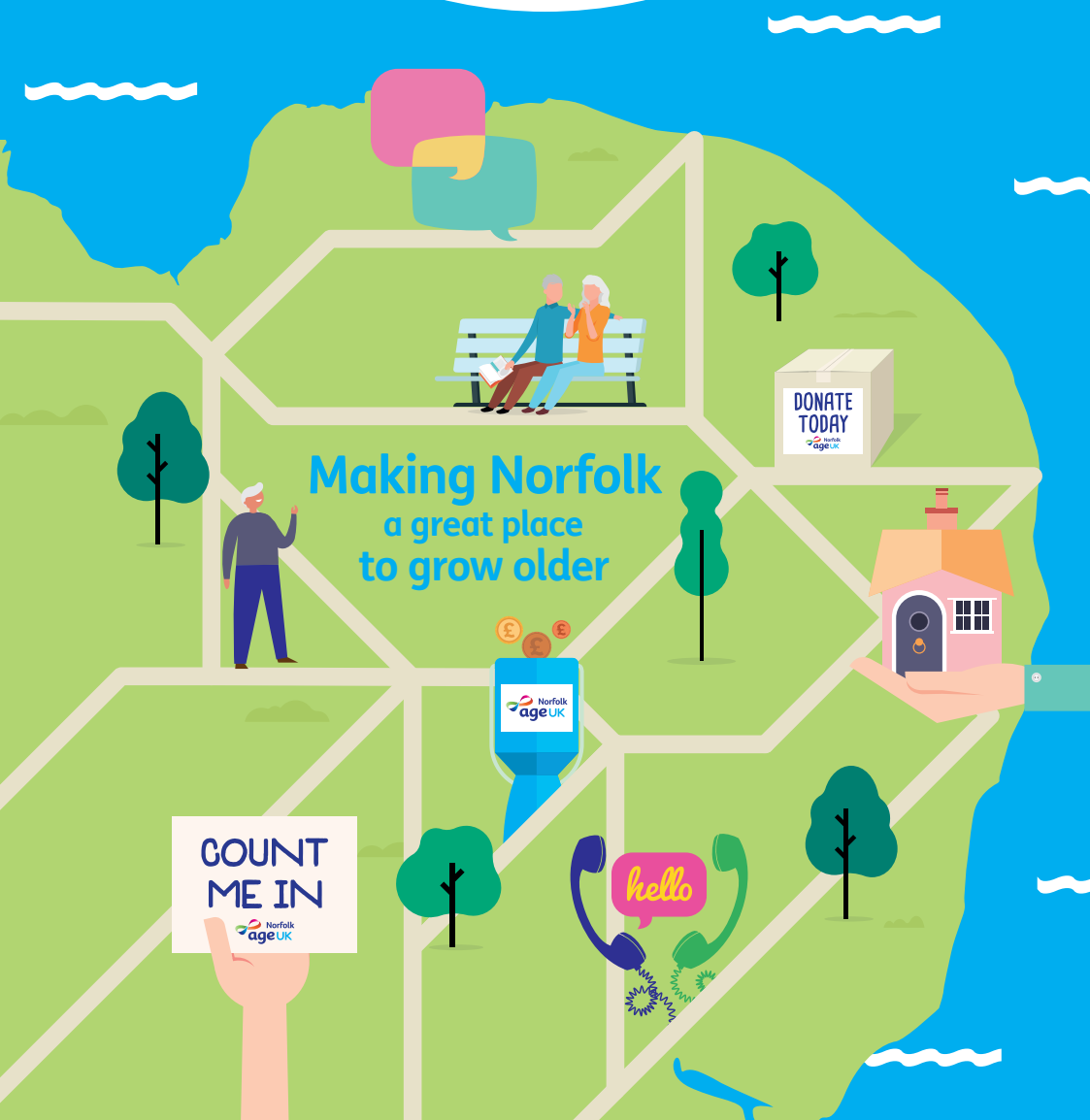




Eighteen Month Review
2017-18



Making Norfolk
a great place
to grow older

**DONATE
TODAY**

**COUNT
ME IN**

hello

Introduction from the Chair and the Chief Executive

We have summarised our achievements and performance against our strategic priorities in this new look review.

The eighteen months under review has been one of contrast with strong achievement and considerable and significant challenge. Like so many in the sector, we have worked hard to meet external challenges and to safeguard the future sustainability of Age UK Norfolk.

Testament to the dedication and commitment of our amazing staff and volunteers has been their resilience in dealing with change and their sheer determination to maintain delivery of our core services.

Running alongside has been the continued expansion of our retail portfolio with the opening of our second Furniture and More Store

at King's Lynn. Taking advantage of proximity to the new Northern Distributor Road we also transformed our Training Centre into the Elms Business Space for hire. We introduced two new posts – Bids and Grants Fundraiser and Central Volunteer Coordinator to help us to maintain and develop our charitable services and to meet growing demand. As a consequence, we are generating more independent income, submitting more funding applications and recruiting and supporting an increased number of volunteers.

In this most challenging period, we are justly proud of what we have achieved for older people and the level of help and support we have provided. This has only been possible through the hard work and commitment of our staff and volunteers and the generosity of our supporters.

On behalf of our Board of Trustees, we thank you all.

Looking to the future, we will focus on our three priorities, Loneliness, Poverty and Dementia. We will continue to increase our retail and fundraising income and our volunteer base to meet demand for our services and will explore closer collaboration with our charity partners so that we can continue to provide best value and meet the needs of our beneficiaries.



**Hilary
MacDonald**
Chief Executive



**Jeff
Prosser**
Chair

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Chief Executive and Chair Strategic Overview

Our Mission: To make Norfolk a great place to grow older.

Our Values: Empowering, listening, influencing, people focused, respectful, caring and expert.

The percentage of older people aged over 65 will rise to 30% by 2037 (for England as a whole it is expected to be around 24%). Almost 1 in 3 people in Norfolk will be aged over 65.

We know that two of the biggest challenges that older people in Norfolk face are poverty and loneliness. Combined with an increasing population and growing numbers of people with dementia older people need our help more than ever!

Our Strategic Priorities

- **Loneliness**
- **Poverty**
- **Dementia**

Our Rationale

Over 1 in ten people over 65 in Norfolk feel lonely all or most of the time.



We can help by reaching even greater numbers of older people who are feeling lonely and isolated and by increasing the number of befriending calls that we make.

1 in 6 people over 65 in Norfolk are income deprived. Income deprivation reduces the choices and independence of older people living in Norfolk and is damaging to their health and well-being.



We can help older people experiencing income deprivation by providing support from our Information, Advice and Advocacy team with benefit entitlement, managing household finances and administering grants to help people heat their homes.

**1 in 6 people
over 65**

**in Norfolk
are income
deprived**



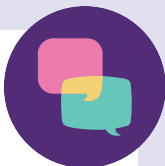
6,400 people are estimated to be living in Norfolk with dementia. This is the equivalent of 1 in every 53 residents or the combined populations of Cromer, Hunstanton and Holt.

We can help older people live well with dementia by developing and supporting Age Friendly Communities to raise awareness of the challenges of older age and dementia and by helping them to provide local networks of support.

Our Services

Information and Advice

We provide a confidential free information and advice service available to anyone aged 50 or over, their family, carers or professionals.



Befriending

We call older people weekly for an enjoyable chat and also offer the opportunity to take part in a fun quiz.



The Umbrella Dementia Newsletters

We produce a monthly e-newsletter for dementia friendly groups and cafés in Norfolk.



Norfolk Care Home Finder

We provide a dedicated website for people needing accurate and up to date information regarding care home vacancies across Norfolk.



Advocacy

We support older people who are most vulnerable or in vulnerable situations to make informed decisions affecting their lives. We also provide support to older people who are making, or thinking of making, a complaint about NHS services or treatment.



Generating independent income



£421,948

Income from Retail and the Elms

Our Charity Shops

Our Furniture and More stores are ideal bargain hunting grounds, filled with exciting and unusual items - all at incredible prices.

In 2018 we launched a new addition to our retail portfolio, the King's Lynn Furniture and More Store. All three stores continue to generate crucial revenue to help support our charitable services.

**Furniture
& More**

The Elms Business Space

In 2017 we developed the Elms Business Space, a professional business space for hire, perfect for meetings, presentations, training sessions, conferences and networking events.

Business at the Elms has grown significantly with repeat and new bookings, generating income to support Age UK Norfolk's sustainability.



Our Achievements and Performance — Loneliness

Last year we said we would:

Raise £36,000 to fund our befriending service to enable us to meet the increasing numbers of older people in Norfolk who are lonely and isolated, turning to us for help.

Increase the number of older people that we provide telephone befriending calls to each week by 10%.

We were successful in raising £36,552 to fund our befriending service, £552 above our target.

Whilst we maintained our service levels providing telephone befriending to 278 people over the last eighteen months, we were unable to increase the number of older people that we provide befriending calls to by 10%.



“I am so pleased with the calls. I don’t see anyone in the week apart from my son so I feel better for the calls when I talk to you people, it’s lovely being called.”

Over the eighteen month period volunteers provided over 4,389 hours of valuable call time.

Increasing our volunteer base is fundamental to increasing our capacity and with the introduction of a new central volunteer coordinator role we hope to be in a good position next year to reach more people with befriending calls.

Our befriending service was successful in attaining the Approved Provider Standard.

Case Study

Monica is aged 90 and lives with her daughter and granddaughter.

Monica has been the primary carer for her granddaughter who has Downs Syndrome since her granddaughter was 10 months old. Monica lived and worked in Holland teaching English for 25 years. On her return to the UK in 1969 Monica undertook a variety of jobs including being PA to executives at a large US oil company. Having moved to Norfolk recently Monica does not have a wide circle of friends.

“The calls make me feel like I belong to the world. I feel as though I belong to someone and I’m wanted.”



Her lack of mobility makes it difficult for Monica to get out to community events to meet people and so when she read about the telephone befriending service she contacted us and signed up as a member.

Monica said ‘the calls really lift my spirits, everyone is so friendly and I enjoy having a good conversation. It is nice to have time that is just for me, it is a wonderful service.

278 people supported
with telephone befriending



Our Achievements and Performance — Poverty

Last year we said we would:

Help older people in Norfolk claim £4,000,000 in benefits entitlement to reduce poverty and increase their choices and independence.

Increase the capacity of our helpline by 10% to meet increasing demand for information and advice.

“Your advisor was a very pleasant gentleman who went through the paperwork thoroughly and explained each procedure making sure I knew what I was claiming for. Extremely grateful for his expertise, thank you”

Over the 18 month period we helped older people claim £6,806,210 in benefit entitlements -£4,108,375 in the first twelve months and £2,697,835 in the latter six months, £151,210 in excess of our targets.

Information and Advice Calls up by 64%

10,600 in latter 6 months compared to 6,430 during same period last year.



2,309 home visits made

to help people with their benefit applications



To meet increasing demand, we integrated our head office reception with our information, advice and advocacy services; relocating the reception area, adjusting our telephone systems and training our staff and volunteers to undertake triage and information and advice calls.

Website and email queries up by 74%

(556 in latter 6 months compared to 320 during same period in last year!)



As a result, our new triage team were able to undertake 20% of helpline calls in the latter six months, helping us increase our capacity to meet growing demand.

“Thank you for the excellent service. Your advisor explained everything fully and didn’t rush, very professional. We would definitely recommend Age UK Norfolk to everyone”

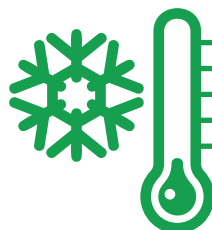
Reduced debt

of older people by £137,800



Our Information, Advice and Advocacy service was successful in attaining the Advice Quality Standard.

£24,783 awarded
for help with winter heating



Case Study



I phoned Age UK Norfolk's Advice Line and spoke to Sarah. I explained that my wife was terminally ill and that she was feeling cold all the time and that we were struggling to pay fuel bills. Sarah explained how, in view of my wife's medical condition, she could put us forward for a Surviving Winter grant and thought my wife may qualify for Attendance Allowance.

Jasmine, who helps people with Surviving Winter and other funding claims, called me and asked about our working lives. In addition to informing us that the Surviving Winter Appeal could provide us with a grant, Jasmine suggested charities that might also be able to help us linked to industries that we had worked in.

The following week David visited us to help us complete Attendance Allowance forms. During the visit David suggested that I too considered applying for Attendance Allowance and a Blue Badge. He also suggested that we both think about setting up a Lasting Power of Attorney and explained that Age UK Norfolk could help us with this too.

All the forms you receive are so complicated and it is very hard to understand all the questions. The service from Age UK Norfolk is there for most needs. It helped us by providing a £200 winter grant to pay for heating oil and we both now receive the higher rate Attendance Allowance of £83.10 each per week.

Our Achievements and Performance — Dementia

Last year we said we would:

Raise funding to develop Age Friendly Communities.

Involve older people, businesses and community groups in helping us plan and develop age friendly communities to reduce loneliness and isolation and support people with dementia.

We have been successful in the first stage of a communities grant application for the funding of Age Friendly Communities.

**1,113
visits to**

***Pabulum
Dementia Cafés***

We are committed to involving stakeholders in planning and developing Age Friendly Communities.



To help understand what an Age Friendly Community

in Norfolk should look like, in June 2017 we commissioned an external consultation survey with Norfolk residents aged between 55-94.

“Meeting people doing similar work and learning about new and up to date research.”

Those surveyed told us about the difficulties older people face and what they would like to see in terms of the removal of barriers that prevent them feeling connected within their communities and the benefits they feel there would be in increased local access to services.

Once funding is in place an engagement panel and project reference group made up of representatives from communities will steer and oversee the project.

Supporting communities

Local communities are at the very heart of what we do.

In the last 18 months, we received funding to support local communities with:

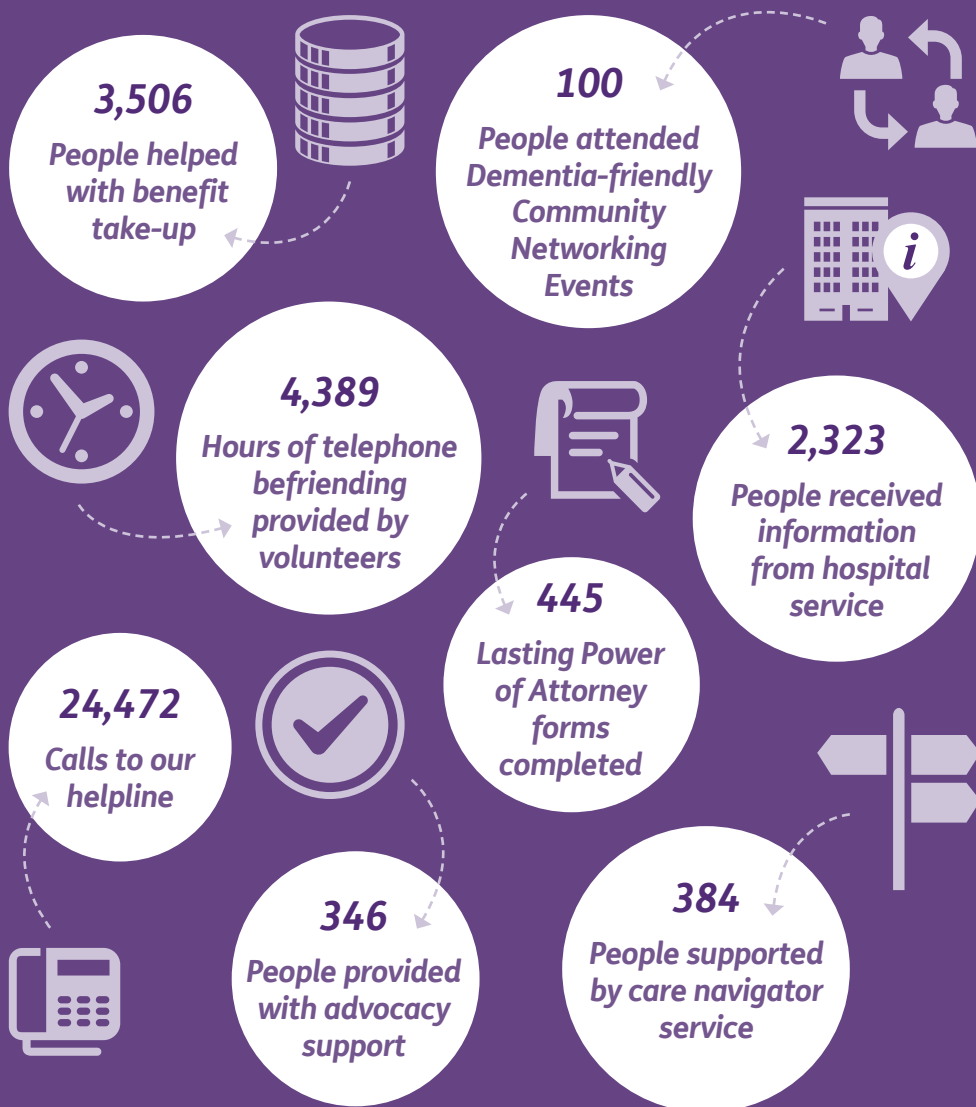
- A Care Navigator in West Norfolk, working in partnership with Independence Matters
- Social Prescribing 'Living Well Connector' in Thetford and Kett's Oak
- Information and Advice outreach at Age Connected in Great Yarmouth, Caister Community Centre, Thetford Library and the Norfolk and Norwich University Hospital



Next year we will work with local communities to help older people feel more connected and stay independent for longer. We will do this by:

- Supporting local organisations and volunteers to provide dementia cafés in their community
- Creating and distributing a Dementia Café toolkit to support and encourage new communities to establish dementia friendly activities
- Continuing to seek funding for information and advice outreach services within local communities

Achievements Overview



Financial Summary

Here’s how we got our funding:

Charitable Activities £2,485,322

Contracts, grant income and fees-based services.

Donations and legacies £168,068

Voluntary income from supporters remembering us in their will and one-off and recurring donations.

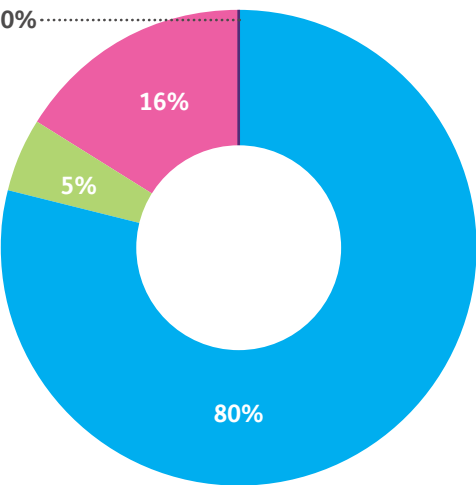
Trading activities £486,422

Sales income from our Charity shops and the Elms Business Space and other trading activities undertaken by our jointly owned trading company with Age UK Norwich.

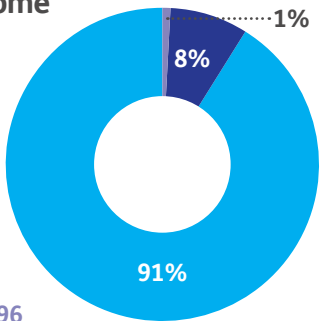
Investments £5,466

Interest received from bank deposits.

Income: £3,145,278



80% of income came from charitable activities



Grants £195,696

Goods and Services £1,009,654

Service Contracts £1,279,972

Here's how we spent our funds:

Supporting and Enabling £2,066,466

Providing, support to people with dementia and their carers, and our fees-based care services.

Advising and Informing £823,811

Providing information, advice and advocacy services.

Listening, Consulting and Involving £99,663

Providing telephone befriending and involving people in planning, developing and delivering our services.

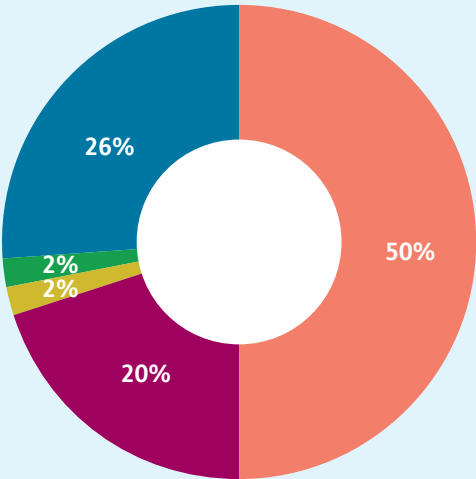
Training and Upskilling £89,528

Supporting and training our staff and volunteers, ensuring we are delivering high quality services and support functions to the organisation. Further delivering training functions at the Elms Business Space.

Income Generation and Other Costs £1,070,942

Developing additional sources of income including our charity shops and developing the Elms Business Space. Ensuring correct governance structures are operated.

Expenditure: £4,150,410



Supporting our work — A BIG thank you!

“Our customers and colleagues have thoroughly enjoyed working with Age UK Norfolk as our charity of the year. We feel we have become close friends and the relationship has worked really well for both of us.”

*Richard Greenacre
Manager, Notcutts*

The achievements summarised in this 18 month review rest solely with our staff and volunteers - our work would not be possible without your dedication, hard work, generosity, time and skills – you are an amazing team, thank you!

We would like to thank both Arnolds Keys and Notcutts Norwich for

making us their Charity of the Year, Radio KLM FM for Charity of the Month and Hopkins Homes for including us in the public vote for the Hopkins Homes Norfolk Charity of the Year Awards.

A huge thank you to our donors, friends, funders and corporate sponsors – we could not provide our services without your support.



Supporting our work — How you can help

By making a donation —

Donations of any size, large and small, help us provide vital services to older people. For credit or debit card donations, please call us on 01603 787 111.

Or donate online by visiting
www.justgiving.com/acnorfolk

***Your donation
will make a
difference***



By regular giving, make a donation on a weekly, monthly or annual basis and not have to worry about sending cheques or making phone calls.

Call our Fundraising Officer on 01603 787 111 or email fundraising@ageuknorfolk.org.uk for our Regular Giving Standing Order form.

By leaving us a legacy —

You can choose to leave a gift to Age UK Norfolk in your Will. Our 'Legacy Promise' means we will respect your privacy and never contact you to ask about your legacy or Will.

If you would like to talk to someone about leaving a gift, please contact our Fundraising Officer on 01603 787 111 or email fundraising@ageuknorfolk.org.uk

By donating your unwanted items —

Our retail shops always need more stock, so if you have any spare clothes or gifts, please call us on 01362 694 596 for details about how to donate them.

***Our shops always
need stock***





Age UK Norfolk

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Visit ageuknorfolk.org.uk



Age UK Norfolk is grateful to Norse Care
for their sponsorship of this 18 Month Review.