



Making Norfolk a great place to grow older

Chief Executive and Chair Introduction

In our 70th birthday year, we can be justly proud of the achievements of Age UK Norfolk since we began in 1947.

70th Anniversary

1947 - 2017

Living conditions and welfare have improved beyond recognition, but today we are still working hard to relieve hardship and poverty. Families are dispersed and loneliness and isolation are ever more prevalent in older age and, with continued pressure on government funding and cuts to social care, increasing numbers of older people are falling into gaps where provision no longer

exists, many unable to navigate the complex health and social care system.

Information, advice and advocacy is a core part of what we do and crucial for older people in finding practical solutions and making informed decisions. Innovating and testing out new ways of delivering services are vital in making change happen and in moving forward. We are delighted that the successful piloting of care navigation in West Norfolk has led to the service being funded for the next two years, but were disappointed that the piloting of Information and Advice (I&A) in GP Surgeries in South Norfolk was not awarded continuation funding. We have welcomed therefore recent emphasis being placed on Social Prescribing and have contributed to the development of a Norfolk Social Prescribing Model, hopeful that I&A will be provided in GP Surgeries countywide.

Our hugely successful vanguard work with communities across Norfolk in supporting people with Dementia and their carers has led us to think about developing Age Friendly Communities to provide more resilient networks of support for older people in these challenging times. We are currently consulting with Norfolk's Dementia Friendly Communities for their input into the development of these plans and later in the year we hope to submit a funding bid to the Big Lottery Fund.

Another significant success this year has been the introduction of our first Furniture & More Store in Dereham which, since its first day of opening, has consistently attracted high levels of donations and sales. Given the ongoing challenging financial environment, our ability to generate our own income in addition to





external funding is ever more vital to our ongoing core activities as well as our innovation. In this coming year we have set challenging targets for our charity shops and our paid for services to ensure that we can continue to provide older people in Norfolk with the support that they need.

Volunteers are also vital to our work and to our ability to keep up with the ever increasing demand for our services. This past year saw a slight decrease in volunteering hours, something that we will continue to address with an appeal across generations and continued focus on promoting our opportunities for volunteering.

Despite our ambitious targets, we are a relatively small local charity. None of our achievements over the past 70 years would have been possible, nor will any of our plans going forward have any chance of success, without the continued passion and commitment of our wonderful staff and volunteer team or the support we receive from our partners and supporters.

Our heartfelt thanks go to them.



Hilary MacDonald
Chief Executive



Helen Jones
Chair

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Age UK Norfolk, 300 St Faith's Road,
Old Catton, Norwich, Norfolk NR6 7BJ

Call 01603 787 111

Email info@ageuknorfolk.org.uk

Visit ageuknorfolk.org.uk

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Chief Executive and Chair Report

Why is Age UK Norfolk Needed?

Norfolk's population is ageing. It is predicted that the population of Norfolk will be approximately 1,006,600 by 2037. The percentage of people aged over 65 will rise to over 30% (for England as a whole it is expected to be around 24%). Almost 1 in 3 people in Norfolk will be aged over 65.¹

We know that two of the biggest challenges that older people in Norfolk face are poverty and loneliness. Combined with an increasing older population and growing numbers of people with Dementia and those caring for people with Dementia, one thing is very clear – older people in Norfolk need our help more than ever!

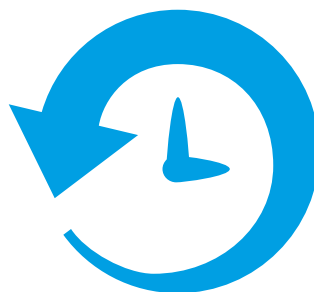
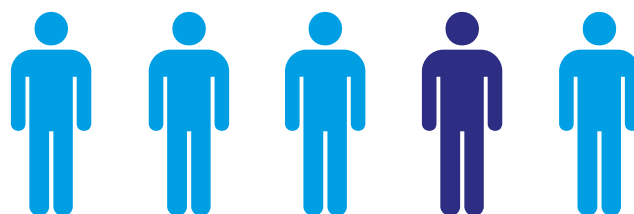


Loneliness

It is estimated that there are

38,000 lonely people

in Norfolk aged over 65 (that's 1 in 5 people).²



Being lonely can increase your risk of premature death by

30%³

Being lonely is more harmful to your health than smoking

15
cigarettes a day.⁴

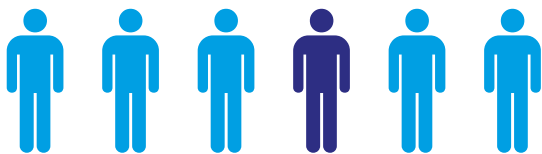


1. Norfolk Population (mid-2015 ONS) 2. Norfolk County Council website (accessed 15/5/17), Norfolk Public Health 3. Norfolk County Council website (accessed 15/5/17), Norfolk Public Health 4. Norfolk County Council website (accessed 15/5/17), Norfolk Public Health 5. Norfolk Community Foundation, Norfolk Strategic Needs Report 2013 6. Independent Age report, May 2016: The overlooked over-75s: Poverty among the 'Silent Generation' who lived through the Second World War 7. Independent Age report, May 2016: The overlooked over-75s: Poverty among the 'Silent Generation' who lived through the Second World War 8. JSNA Dementia Briefing document, Norfolk Insight, 21st November 2016 9. JSNA Dementia Briefing document, Norfolk Insight, 21st November 2016 10. Department of Health, Prime Minister's challenge on dementia 2020, February 2015

Poverty

1 in 6

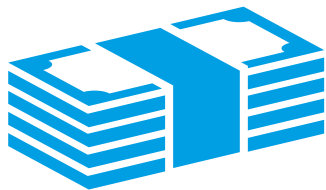
people aged over 65 in Norfolk are **income deprived**.⁵



Older pensioners' incomes are on average

£59 a week

lower than younger pensioners.⁶



A fifth

of those aged 75 and over are **living below the poverty line**.⁷

Dementia

It is estimated that

14,223 people

in 2015 were living with Dementia in Norfolk.⁸



Across Norfolk about

43% of people with Dementia are **undiagnosed**.⁹

In the UK, an estimated

two-thirds

of people with Dementia live at home.¹⁰



About Age UK Norfolk

Age UK Norfolk is an independent, local charity. We have over 70 years' experience dedicated to supporting older people and their families living in Norfolk. We raise our own funds and rely on local fundraising to provide vital services across the county.

Our relationship with other Age UK charities allows us to share knowledge and expertise, and to actively promote the wellbeing of older people through collective national and local campaigning work. We are proud to be making Norfolk a great place to grow older!

Chief Executive and Chair Strategic Overview

With nine strategic priorities for 2016-2017 we set ourselves a difficult target but, as we demonstrate throughout this Review, despite limited resources and continued increasing demand for our services, our priorities were largely met.

Our nine priorities for 2016-2017 were to:

- Work with communities to support older people living with Dementia and their carers.
- Test different ways of providing information, advice and advocacy.
- Expand our care and support services.
- Expand our support to reduce loneliness and isolation.
- Increase our volunteering opportunities.

- Increase engagement and greater awareness of our work through digital and social media.
- Maintain and develop our quality standards.
- Investigate social impact measurement tools that can be applied to all our services.
- Deliver our financial plan.

We are committed to making a measurable difference to the lives of older people in Norfolk and, as we look forward to the next financial year, we have reassessed our priorities with a specific focus on Poverty, Loneliness and Dementia.

These are enormous issues to address but we will work in partnership with other organisations and with communities as we have always done and appeal to Norfolk residents to help us in our endeavour to ensure that Norfolk is a great place to grow older.

Our Priorities

Loneliness

Without our Telephone Befriending call, some older people would not talk to anyone for days at a 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.

Poverty

Income deprivation reduces the choices and independence of older people living in Norfolk and is damaging to their health and wellbeing.

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.

Dementia

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 Mission:

Making Norfolk a great place to grow older

Our Values:

Empowering, listening, respectful, caring, influencing, people focused and expert



How Will We Achieve Our Priorities?

Information, Advice and Advocacy

We will help older people in Norfolk claim £4 million in benefits they are entitled to, to reduce poverty and increase their choices and independence. We will increase the capacity of our Advice Line by a further 10% to help meet the increasing demand for information and advice.

Befriending

We will increase the number of older people that we provide Telephone Befriending calls to each week by 10%. We will aim to raise £36,000 this year to fund our befriending service to enable us to meet the increasing numbers of older people in Norfolk who are lonely and isolated and turning to us for help.

Age Friendly Communities

We will aim to raise funding to develop Age Friendly Communities. We will 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.

Resources

We will open an additional shop to raise income to tackle problems of loneliness, poverty and Dementia in older people living in Norfolk. We will aim to increase income from care services by 38% to continue offering these services to local communities in Norfolk.

70th Anniversary

1947 - 2017

1947

We were established in 1947 as Norfolk Old People's Welfare Committee in response to the need to find ways to provide basic help and assistance to older people during the aftermath of the war years.

1948

Norfolk Old People's Welfare Committee held its first Annual General Meeting.

1947

1971

The National Old People's Welfare Committee became independent and renamed as 'Age Concern', Norfolk Old People's Welfare Committee followed suit and we became 'Age Concern Norfolk'.

1978

Our first Day Service and Respite Service were opened at Ethel Tipple Court in Hellesdon.

1979

The 'Winter of Discontent' in the UK saw widespread strikes held by public sector trade unions and local authority staff.

1981

Norfolk Old People's Welfare Committee officially changed its name to Age Concern Norfolk.

**AGE
Concern**

1995

1995

The Pensions Act 1995 was introduced to improve the running of pension schemes. The Act also included the phasing in of equalisation of state pension ages for men and women over a ten-year period.

1998

We worked together with Norwich Alzheimer's Society, Norfolk Deaf Association and Norfolk County Council to set up the Pabulum charity, for people with Dementia and their carers. Our Money Matters service began and our Advice Line was launched.

2000

We moved our Head Office from the old Jarrold Tanning Factory in Barrack Street to our current address in Old Catton.

2001

2001

Our Great House Training Centre opened.

Supporting Our Work For The Past 70 Years

2002

Our Money Matters service won the Guardian Charity Award and we used the £5,000 prize to supply all of our volunteers with useful information/equipment to help them carry out their work.

2010

Our first social enterprise was launched – Home Help. Age Concern and Help the Aged merged and became Age UK. We were an early adopter of the new Age UK brand and became a Brand Partner.

2006

We opened the Denny Centre Day Service in Diss. We took over Pabulum, to maintain important services for people with Dementia and their carers.

2013

We worked with the people of Wymondham to launch the first Dementia Friendly Community Project in the county. We also hosted the first Admiral Nurse service in the county.

2007

2007
Our first Pabulum Dementia Café opened. Our additional Advocacy services were established and our Telephone Befriending service was launched.

2010

2011
The Surviving Winter Appeal was launched for the first time.

2014

2014
Our first charity shop opened in King's Lynn. The Care Act 2014 was the first overhaul of social care in England for more than 60 years. The first parts of the Act came into effect in April 2015.

2017

2015

We won the Eastern Daily Press Tourism Golden Years Award for our work with Dementia Friendly Communities.

2008

Grays Fair Court opened - a Community Care Complex offering Respite, Day Care and Housing with Care.

Our Services

Information and Advice

Our confidential FREE Information and Advice service is available to anyone aged 50 or over, their family, carers, or professionals. Our experienced Age UK Norfolk advisers help older people plan for later life on a wide range of subjects including:

- Benefits and Entitlements
- Funding and Grants
- Lasting Power of Attorney
- Social Care Assessment
- Local Services and Support

For those aged over 55 we also help with:

- Housing and Care Options

Outreach

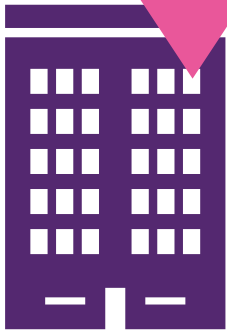
In addition to our Advice Line we deliver Information and Advice through home visits, in GP Surgeries, local hospitals, our Thetford office, our shops and through talks and events.



Partnerships

We have great partnerships with:

- Surviving Winter - Norfolk Community Foundation
- Care Navigator - Independence Matters, funded by West Norfolk Clinical Commissioning Group (CCG)
- Specialist Contract Group (Information, Advice and Advocacy) - Norfolk County Council
- Carers Learning Grants - Carers Agency Partnership
- Warm and Well Programme - Age UK
- Warm Homes Programme - EON and First Utility
- Housing and Care Options - Arnolds Keys
- Norfolk Community Advice Network
- Community Action Norfolk (CAN)
- Age Concern Great Yarmouth
- Age UK Norwich



Norfolk and Norwich University
Hospital and the Queen
Elizabeth Hospital, King's Lynn
**1,609 patients and
families received
information**

14,856

The total number
of calls to our
Advice Line
(25% increase
on last year)



242

Number of people
helped to complete
315 Lasting Power
of Attorneys



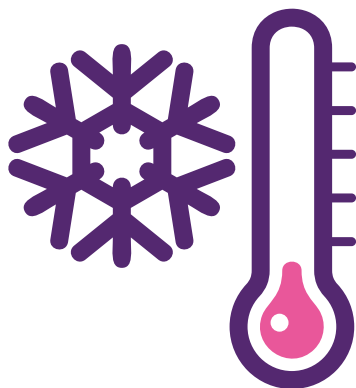
Help with benefit take up -

£4,133,339.60

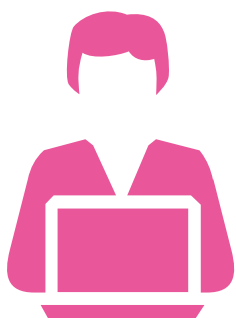
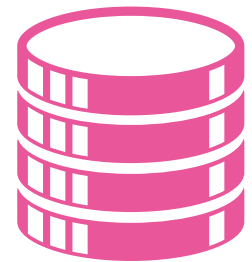
Number of people: 1,268



Help with
winter heating -
**Total amount
awarded:
£20,498.89**
Number of people
who were issued
a grant: 113



Help for carers -
**One off grants
and short
respite breaks:
£22,046.18**



**Learning grants:
£19,132.35**
overall awarded to 139 carers



Overall number
of home visits

1,510

Our Services

Information and Advice



Achievements

- Additional funding from British Gas Energy Trust administered by CAN enabled us to continue providing Information and Advice in the GP Surgeries until March 2017, providing valuable evidence about the impact of Social Prescribing.
- We continued to pilot the Care Navigator service in partnership with Independence Matters, helping older people in West Norfolk to stay safe and well at home. At the end of the pilot we were delighted to be commissioned by West Norfolk CCG to continue the service until the end of March 2019.
- We piloted a new funding model for a Housing Care Options Service providing specialist information, advice and support with housing and care options including relocation and downsizing. The service supported a total of 148 people evidencing the need for such a service.

Challenges

Our Information and Advice service in GP Surgeries in South Norfolk was not awarded funding beyond the pilot phase.

We are looking for new ways to support older people with legal advice.

We have fantastic volunteers for our services, but desperately require additional volunteers to help support older people.

Future Plans and Funding

We will develop the Information and Advice service with multi-skilled staff and volunteers, making us more flexible and adaptable, to help us reach as many people as possible including those living in poverty.

We received three years funding from Age UK for the Warm and Well Programme - to help older people prepare for winter.

It costs £172,584 for us to answer 14,856 calls each year. We need to raise a further £24,612 to meet this need.



Information and Advice

Case Study



Vera lives alone in private rented accommodation, the cost of her rent is only just covered by her state pension. As a result, she finds the cost of heating her home sufficiently through winter “a dread, year on year”.

Vera told us that after she married, she supported her husband and worked alongside him for several years. Later she found work as a live-in carer and worked in this sector until recent years, when ill health meant she could not continue.

Vera was rather reluctant to contact the Surviving Winter Appeal to seek help as she found the prospect of asking for help extremely daunting.

We undertook a benefit check and identified a potential entitlement to Council Tax and Housing Benefit which were both later awarded.

With an operation pending, Vera was worried about how she would manage in the home afterwards. Our Housing Options Adviser visited her at home and provided advice as to her options, including a move into Sheltered Housing and how the process worked.

We were able to offer suggestions to help reduce her outgoings, which in the long-term could potentially leave her with a little more money each month.

A grant was awarded from the Surviving Winter Appeal to help with the cost of keeping the heat on for a little longer each day and a small local charity was identified which offers small grants.

Vera told us she thought her story was probably typical of many who suddenly find themselves entirely alone and have not been left with any means of support other than their own pension - which can be very small in some cases. She was very grateful for the help and support she received from us.

Our Services

Advocacy

Our independent advocates support older people who are most vulnerable or in vulnerable situations to make informed decisions affecting their lives. We ensure that older people have a voice that other people listen to and that they do not experience any inequality or discrimination.

Helping with Household Finances (Money Matters)

We help people to manage their personal finances, so they are able to remain independent for as long as possible.

We support older people to maximise income through benefit take up and debt reduction and to take back control of their finances, resulting in greatly improved emotional wellbeing.

We are able to deliver this service through home visits.

NHS Complaints

We also support older people if they are making, or thinking of making, a complaint about NHS services or treatment. This service is completely independent of the NHS.

Outreach

We provide advocacy to older people in a variety of settings including their homes, as well as over the telephone.

Partnerships

We have built a successful partnership with POHWER, Equal Lives and CAN.

Achievements

- We successfully supported 50 NHS Complaints Advocacy cases.
- We have an established, experienced and skilled local team who have managed an increasingly complex case load successfully.

We have supported clients to deal with a combined total of:

£60,427.75

of personal debt, thus reducing levels of worry and anxiety (120% increase on last year)



3,603

The number of home visits (3.3% increase on last year)



452

The number of people supported in 2016-2017





Challenges

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We require more volunteers to help support the service.

Future Plans and Funding

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We will develop our Advocacy service in line with Information and Advice to reach as many

older people as possible, to help them claim the benefits which they are entitled to, to reduce poverty and increase their choices and independence.

We will ensure that over 450 people receive our Advocacy service. We have to raise £131,226 each year. We need to raise an extra £22,633 to meet this need.

Case study



Jean was referred to our Money Matters service by social services following a troubled period in her life, which had seen her abused financially by a carer to the sum of £35,000.

Understandably Jean had significant trust issues at the time, and alongside being deaf, having poor vision and being confined to a wheelchair, she needed help from someone she could trust.

Our Money Matters service sees its clients matched with a volunteer who helps them to get their household finances and affairs in order.

Jean was matched with one of our volunteers who set up direct debits for her bills and on one occasion set up a 'best interest' meeting with social services to review the service Jean was receiving from a care provider.

Now Jean feels she has been able to regain trust in people again following the help she received.

“My confidence was at a low, I felt I couldn’t trust anyone. Now I have peace of mind and completely trust everything Age UK Norfolk do for me. It’s enabled me to slowly trust again.”

Our Services

Telephone Befriending

There are times in everyone's life when they can feel lonely or isolated. For some people it can be that they live on their own, for others it may be that they are caring for their loved one.

This service offers people aged 60 and over companionship by phone with one of our local volunteers or Befriending Co-ordinators. We call weekly for an enjoyable and stimulating chat and also offer the opportunity to take part in a fun quiz, all of which can help to ease feelings of loneliness and isolation.

Partnerships

We supported Norfolk County Council's 'In Good Company' campaign.

We also got involved in Radio 1's Million Hours of Volunteering campaign.

Achievements

- We increased the number of volunteers who are of a working age.
- During the Christmas period we made a huge difference to several of those most isolated.
- We began working towards the Approved Provider Standard for mentoring and befriending.
- We successfully applied the 'Edinburgh and Warwick Well-Being Scale', previously only used in our Information and Advice service, to new clients in our Telephone Befriending service to help us measure the impact of the support we provide on people's wellbeing. In the coming year, we will roll out the Well-Being Scale to our Advocacy and Pabulum Café services.



"We have a good old natter and put the world to rights, it's like chatting to a neighbour."

239 people supported
(4% increase on last year)



7,644 hours of Telephone Befriending provided
(5.5% increase on last year)



Challenges

We need to reach more older people who are isolated or lonely. They need to know they can turn to us for help.

We need to recruit more volunteers to meet the growing demand for our service.

Future Plans and Funding

We will develop and expand our Telephone Befriending service to reach more older people and reduce loneliness and isolation in Norfolk.

We will ensure that we can make 7,644 hours of calls to lonely older people. We have to raise £36,211 each year.

Case study

Betty was referred to our Telephone Befriending service from another Age UK Norfolk service.

When one of our Befriending Co-ordinators first went to see Betty she was quite tearful and said how lonely she can get even though she has a loving family. It was at this point the Co-ordinator highlighted our Telephone Befriending service she explained how there was no pressure, it would just be someone to chat with, smile with and have some light hearted conversation with, but if she needed to just talk we were good at listening.

Betty agreed to sign up and give it a go, and hasn't looked back since. "I have my family, and my daughter comes over a couple of times a

week but nobody really phones me, they know I'm alright and don't seem to think I might want a phone call and I don't want to ask them because if they wanted to phone, well they would so it can feel like a very long week."

"The Telephone Befriending service is lovely, it is so nice knowing someone is out there contacting you to see if you are ok. If I had a problem I couldn't see my way through, I know I can either phone or wait for my call and they will listen and help me."

Our Services

Dementia In Your Community



Dementia is one of Age UK Norfolk's key priorities. We have a variety of services that offer help and support to those living with Dementia.

Dementia Friendly Communities

Dementia Friendly Communities (DFC) are towns and villages where residents understand Dementia and want to help people living with Dementia and their carers tackle the problems they face when trying to manage day-to-day activities within their local community.

We work with these communities to provide Dementia information, training and support for businesses, services, leisure facilities and schools.

We achieve this through our Dementia Awareness Training Workshops, Dementia Friends Information Sessions, public events organised in partnership with DFC groups and through social media (both our own and those of the DFC groups).

Pabulum Cafés

Our Pabulum Cafés offer a great place for people living with Dementia and their carers to meet and socialise. We currently have four cafés across Norfolk.

Partnerships

Partnership working is vital to the success of the Dementia projects.

Between April 2016 and March 2017 Age UK Norfolk collaborated with a wide range of partners to raise awareness of Dementia and improve services for people living with Dementia in Norfolk including:

- Local and national charities
- Community groups
- Local businesses
- Faith groups
- Town, district and borough councils
- Emergency services
- Health and social care providers
- Museums
- Libraries
- Schools

We became a founder member of Broadland Dementia Action Alliance and we have supported a number of DFCs to go through the Alzheimer's Society's national DFC recognition process.

We worked with Cinema City to trial the use of the new The John Hurt Centre for people with Dementia.



153 people

*attended workshops
connected to the DFC project*

74 people

*living with Dementia and
their carers supported
through Pabulum*



**31 bereaved
carers**

*have continued
to attend Pabulum*

Achievements

- One of our Pabulum volunteers was awarded the BEM in the Queen's New Years' Honours List for her work on the power of music in communicating with people with Dementia.
- Our Pabulum service provided 48 café sessions throughout the year and provided advice and support to three communities wishing to set up Dementia cafés.
- Since March 2016 monthly e-newsletters have been sent to our DFC groups, keeping them up to date with local, national and international news about Dementia.
- We provided support to Fakenham and Holt to become Dementia Friendly Communities bringing the total Dementia Friendly Communities that we have supported in the county to 14.
- We provided advice and support to other groups and individuals who are considering setting up their own Dementia Friendly Communities.
- We held two Dementia Friendly networking events providing speakers and a forum for discussion and sharing of practical tips between communities.
- We also ran 13 Dementia Awareness Training Workshops, 14 Dementia Friends Information sessions and have created 498 Dementia Friends.



Challenges

As with all Dementia groups and cafés the big challenge is engaging with local people affected by Dementia and raising their awareness of the services the cafés provide. Developing stronger links with partners in the health sector, particularly GPs, would help increase referrals.

The DFC training workshops have continued to be popular and there is a demand for workshops that are ‘out of hours’.

At present we have one Dementia awareness trainer and that has limited the number of workshops we can provide.

Securing further funding has been challenging. We would like to develop a team to continue supporting communities.

Future Plans and Funding

We will develop our support to people living with Dementia through Age Friendly Communities.

We will ensure that we can continue to support people living with Dementia in Norfolk. We need to raise £47,809 each year.



Case study

The Dementia Friendly Wells group decided their focus for 2016-2017 would be the tourist industry in Wells. The group asked us to help them put together a Dementia friendly tourism ‘top tips’ leaflet that could be delivered to local Bed and Breakfasts.

Some of the Dementia friendly tips came from our Dementia friendly environment toolkit and online research, but most came as a result of consulting carers of people with Dementia. We used the DFC network to contact lots of different carers who shared their experiences of holidaying with family members with Dementia.

The leaflet will be distributed in Norfolk tourist destinations including Wells, Cromer, Sheringham and Holt.



Our Services

Campaigning and Consulting



At Age UK Norfolk we work at a national level with Age UK and with you, our supporters on a local level, to influence decision-makers on issues that affect older people. We also consult with older people and their carers to help shape our services.

Campaigning

Attendance Allowance

We participated in a national campaign during the year, partnering with Age UK national and other brand partners. This campaign was to prevent the transfer of Attendance Allowance from the Department for Work and Pensions to local authorities as part of the government's plan to permit local authorities to retain 100% of business rates.

The campaign was successful in convincing the government to change their proposals.

Loneliness

We participated in a national and local campaign to raise awareness of the issue of loneliness.

Locally, we partnered Norfolk County Council and 19 other organisations on their 'In Good Company' campaign.

Locally, we raised funds and recruited volunteers as part of Age UK national's 'No One Should Have No One' campaign.

In March we supported Age UK national at a local level, raising awareness as part of the Jo Cox Loneliness campaign.



Consulting

In preparation for a Big Lottery application, we consulted with Dementia Friendly Communities on their views of what constitutes an Age Friendly Community.

As part of our new look 'A guide to our services' we consulted with local carers on the design and inclusions within the new booklet.

Challenges

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We need to raise additional funds to hold more events and support older people to make their views known to decision makers, for example listening events with MPs.

Future Plans

.....

We will develop our support to people living with Dementia through Age Friendly Communities. Looking forward, we are establishing an engagement panel of older people to help us shape our future by providing feedback on our development proposals and various aspects of the services and activities we undertake.



Our Services

Home Help

Our Home Help service provides a helping hand to make life a little easier for older people at home. This reliable service is tailored to support needs.

Our Home Help services range from assisting with everyday tasks including housekeeping, meal preparation, shopping, errands, accompanying clients to appointments or simply offering friendship and support to someone.

Many of our clients find our services help them to remain independent, feel more confident and less isolated, and for carers, our service offers valuable respite.



8,577

The total hours of Home Help

“The service has been terrific and has taken a great deal off our minds.”

Achievements

- We have recruited additional staff into the service, allowing us to speed up assessments and answer more calls.
- We extended our geographical operating area for our Home Support Service into North Norfolk.
- We have used different social media and digital methods to promote our Home Help service, which have proved very successful.

Challenges

Recruitment of care and support staff remained demanding throughout the year.

Future Plans and Funding

We will expand the service across Norfolk.

Our Services

Day Care Centres

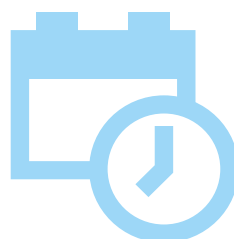


We have two day care centres in Diss (The Denny Centre) and Norwich (Grays Fair Court).

They both provide friendly and welcoming settings for older people to meet others, socialise and enjoy a wide range of activities, as well as being able to relax in comfortable homely surroundings.

Achievements

- We have held open days to further engage with the local community.
- We are extending our activities.
- We have used different social media and digital methods to promote our Day Care Centres, which have proved very successful.



2,380

Total number of day support hours provided

“The respite he gets while his wife is here relieves the stress he feels.”

Challenges

Recruitment of care and support staff remained demanding throughout the year.

Future Plans and Funding

We will recruit new volunteers and provide new exciting roles at our Day Care Centres.



Our Services

Short-Term/Respite Care



As part of our commitment to short-term and respite care, we run Grays Fair Court, which is the only dedicated respite centre in Norfolk.

It offers a welcoming and safe environment for short-term breaks in hotel style accommodation with 24-hour care, alongside offering a range of activities and social events.

Achievements

- Our respite service received a rating of 'Good' in all five areas from the Care Quality Commission in 2016; our services were found to be safe, effective, caring, responsive and well-led and we received an excellent inspection report.
- We have students from the UEA who are on placement twice a year.
- Aviva supported us with volunteers to paint the building and they have provided us with additional volunteer hours after the project finished.
- We have used social media and digital methods to promote our Respite Centre, which have proved very successful.

"I would just like to express my thanks for the care you and your staff took of my mother whilst I was away on holiday."

5,393

Total number days/nights of respite provided



Challenges

Recruitment of care and support staff remained demanding throughout the year.

Future Plans and Funding

We will recruit new volunteers and provide new exciting roles at Grays Fair Court.

We will seek funding to help us maintain and develop some of the internal areas and the garden.



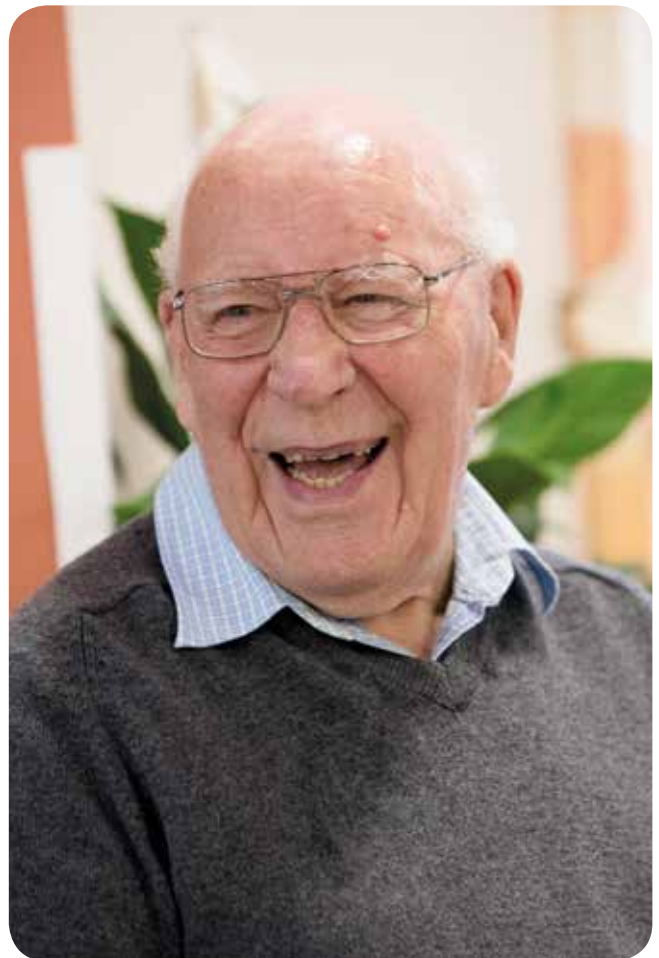
Our Services

Housing with Extra Care

Grays Fair Court Housing with Extra Care is a homely, comfortable and safe environment, allowing older people to live an independent lifestyle in open plan apartments, as well as having all of their personal needs supported.

Achievements

- Our Housing with Extra Care received a rating of 'Good' in all five areas from the Care Quality Commission in 2016; our services were found to be safe, effective, caring, responsive and well-led and we received an excellent inspection report.
- The overall growth of the service has gone well and our care hours have increased.
- We have increased the number of supporting staff.
- We have used social media and digital methods to promote our Housing with Extra Care, which have proved successful.



"The care at Grays Fair Court is exemplary."



13,468

hours of care the service provides

Challenges

Recruitment of care and support staff remained demanding throughout the year.

Future Plans and Funding

We will increase the number of volunteers, alongside maintaining volunteers working at Grays Fair Court.

We will continue to look for new and creative ways to support our tenants.

Our Activities

Our Shops



Our shops in Dereham, King's Lynn and Sheringham are ideal bargain hunting grounds, filled with exciting and unusual items of clothing, accessories, bric-a-brac, books, DVDs and CDs and some furniture, at incredible prices.

We rely on the generosity of the public to operate our retail shops. We invite people to drop off their pre-loved items at any of our shops or at the donation banks at any of our centres in New Costessey, Old Catton and Diss.



We also provide a FREE collection service, for larger items.

All of the funds we raise selling items in our shops benefit older people in Norfolk.

For more information about our shops or to arrange a collection, call 01603 785 207.

Achievements

- We opened our first Furniture & More Store in Dereham in June 2016. This new shop model selling a wide range of items, from furniture, white goods and homeware to clothing, accessories and collectables has been hugely successful in attracting high levels of donations as well as sales. To keep up with demand we introduced a second larger van and two additional drivers.
- A site for a second Furniture & More Store has been identified to replace our charity shop on the High Street in King's Lynn.
- We also introduced all year seven day trading into our Sheringham charity shop with excellent results.

Future Plans and Funding

We are currently working towards opening another Furniture & More Store in Norfolk, based on the format of the store in Dereham.



Our Activities

The elms business space

The elms business space is the evolution of the Great House Training Centre. The space has been developed to encourage increased usage by local businesses and individuals and offers meeting and training rooms with modern facilities.

The elms business space is a not for profit venture, with all profits generated contributing to Age UK Norfolk's core funds.

Features

Our new business space offers a selection of rooms varying in size that are competitively priced and equipped with modern business facilities for between 2-50 people.

To find out more, call 01603 785 226, email space@elmsbusinessspace.co.uk or visit elmsbusinessspace.co.uk



"All profits generated will be contributed to Age UK Norfolk's core funds."



Financial Summary

Where Our Funding Comes From

Income from charitable activities has decreased as it has become more difficult to achieve funding to carry out our important work supporting older people in Norfolk.

We have had some success in making up for this lost income by increasing our income from donations and legacies and income from trading activities.

We will need to increase the income we receive from grant and trust funding, donations and legacies and trading via our charity retail shops to meet the increasing demand for our vital services supporting older people in Norfolk.

Income from Charitable Activities

Income we receive in the process of delivering our charitable services including service contracts with local authorities, grant income and fee-based care services.

Donations and Legacies

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

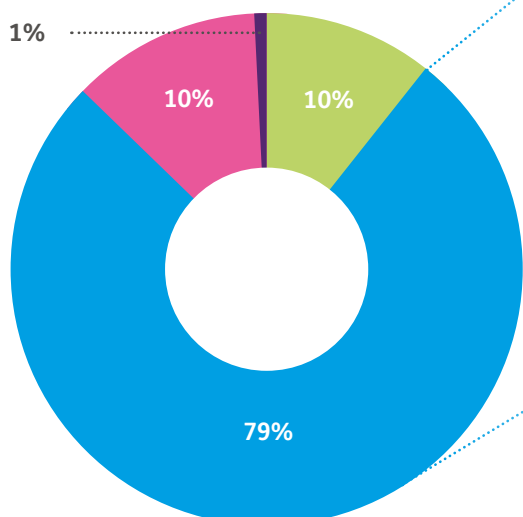
Income from Trading Activities

Income from our charity retail shops and other trading activities.

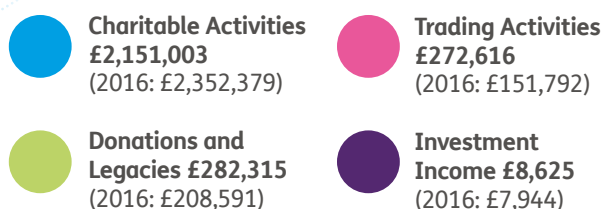
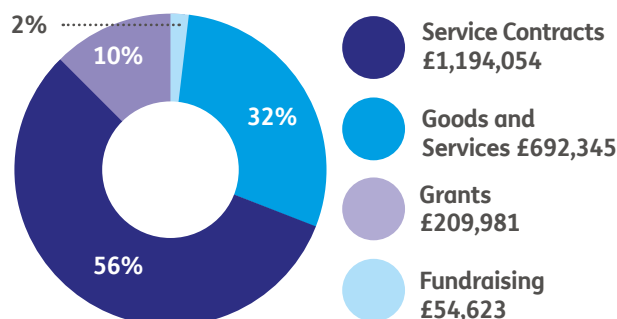
Investment Income

Interest received on bank deposits.

Income £2,714,559
(2016: £2,720,706)



79% Income from Charitable Activities





How We've Spent Our Funds To Help Older People in Norfolk

We have invested in income generation costs during the year including the opening of a Furniture & More Store in Dereham, developing a programme of community fundraising events and targeted marketing of our fee-based care services.

This will help to diversify and increase our income so we can meet the increasing demand for our vital services for older people in Norfolk.



Supporting and Enabling

Helping older people to live well by providing support services to those living with Dementia and their carers and by providing fee-based care services.

Advising and Informing

Advising and informing older people of their rights and their choices to help them live well and independently. Assisting older people with financial matters including access to benefits they are entitled to and managing their money.

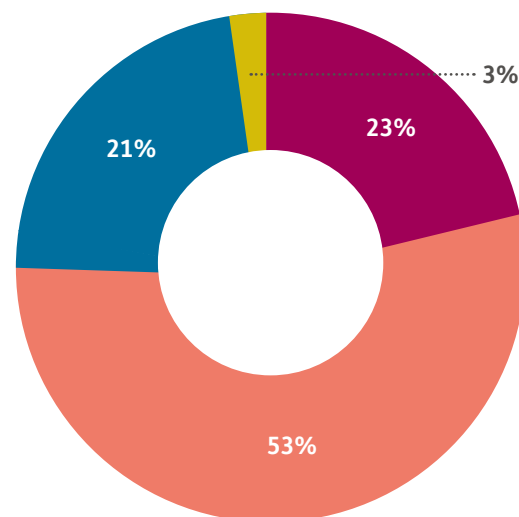
Listening, Consulting and Involving

Providing Telephone Befriending calls to older people to combat loneliness. Involving older people in Norfolk in the development of our strategy and service provision.

Income Generation, Training and Other Costs

Costs of developing additional sources of income generation, including our charity retail shops, training our staff and volunteers to ensure we are providing high quality and safe services, and support and governance costs of the charity.

Expenditure £2,818,486
(2016: £2,934,210)



- **Advising and Informing** £646,479 (2016: £836,076)
- **Listening, Consulting and Involving** £81,583 (2016: £75,740)
- **Supporting and Enabling** £1,490,230 (2016: £1,588,913)
- **Income Generation, Training and Other Costs** £600,194 (2016: £433,481)

Supporting Our Work

Volunteering

Every year, thousands of older people and their carers turn to Age UK Norfolk for support. Whether it's advice in a time of need, help filling out complicated forms or just a friendly chat when they're feeling lonely, we are there to help.

But we couldn't do it alone. Our dedicated team of volunteers are the backbone of our organisation and without their help we simply would not be able to deliver all the services that we do.

32,551

The total hours provided by volunteers

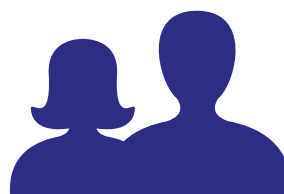


“Many people say how the service ‘enriches their lives and that they are doing things that they thought they could no longer do.’ They find that with support they are able to regain skills they thought they had lost.”



Achievements

- We developed new opportunities during the year for volunteering in our Day Care Centres and our Respite services and we increased the number of volunteer enquiries by broadening the ways that we promote the opportunities we offer.
- We saw an increase in the number of people of working age volunteering for Telephone Befriending and an increase in numbers of volunteers able to telephone people in the evenings and weekends – much needed aspects of our service.
- Following this, the first organisation-wide volunteer satisfaction survey was launched, receiving feedback from 145 volunteers and ensuring volunteers' voices are focal to changes within the organisation. Volunteer satisfaction rate was surveyed at an average of 88%.



We have welcomed

53 new

active volunteers

Challenges

This year we said goodbye to a number of our very long standing volunteers who retired through ill health and family commitments. Total volunteering hours are slightly down on last year by 6.9%.



Future Plans and Funding

One of our biggest investments moving forward will be the implementation of a volunteer recognition and award scheme that highlights the commitment, dedication and hard work of our volunteers.

A key priority will also be to make it easier for our volunteer roles to be found - and applied for - online by embedding our role descriptions and application form on our website.

We will also be looking to increase the number of opportunities that volunteers have to meet each other in formal and informal settings.

How You Can Volunteer For Us?

No experience is necessary and whatever your talents and interests, there is likely to be a voluntary opportunity where you can share your knowledge, make new friends and make a real difference to the lives of older people in Norfolk.

Volunteering Opportunities

- Care
- Administration
- Advocacy
- Information and Advice
- Telephone Befriending
- Pabulum Cafés
- Fundraising
- Marketing
- Retail

Why us?

- ✓ Full training
- ✓ Ongoing support and advice
- ✓ Out-of-pocket expenses paid

How to Volunteer

Call 01603 785 241

Email volunteering@ageuknorfolk.org.uk



Supporting Our Work

Fundraising

We have continued our successful work with local groups, associations and individual giving, securing donations from community groups such as the Costessey Ladies Golf Club who raised over £6,000 for our Pabulum Dementia 'Life Story Books' and inspiring individuals to participate in challenging races for us, including the Brighton Half Marathon, for which we are incredibly grateful.

Fundraising is a highly rewarding area of our work as we get to meet amazing people who often have a personal connection to our cause.

During the year we were delighted to hold our very first golf day at the picturesque Sheringham Golf Club and we continued with our Big Knit campaign, reaching our target of 4,000 knitted miniature hats, resulting in a grant to support winter warmth activities.

We released a new video about loneliness featuring one of our own befriending members, to raise awareness of the issues facing older people in our county and the work that we do to support them.

We have attended a series of networking events to further raise awareness of Age UK Norfolk in the business community and two of our largest partnerships have been with Steeles Law and Arnolds Keys who have both chosen to support us as their charity of the year!

Staff at Hugh J Boswell have also chosen to support us, raising over £900 by circumnavigating Norfolk and Suffolk on their bikes, clocking up over 300 miles.

We are always delighted to hear from community groups, individuals, businesses and other organisations who want to raise money for us and we are happy to provide talks and updates on our services.



Above Costessey Park Ladies Golf Club

We kick-started 2017 with a very special 70th anniversary Glitter Ball which raised over £6,500 and featured former Strictly dancers James and Ola Jordan, who wowed guests with a spectacular dance routine.



For more information about how you can become involved in fundraising call 01603 787 111 or email fundraising@ageuknorfolk.org.uk

Supporting Our Work

Thank You



We would like to thank all our staff, volunteers, Trustees, supporters and Patrons for all their hard work and dedication in helping us to achieve so much on behalf of older people in Norfolk.

70th Anniversary Charity Ball

We would like to thank the following for their sponsorship of our 70th Anniversary Charity Ball which took place on the evening of Saturday 25 February 2017 at Norwich City Football Club:

- Farrows
- n-able
- Onyx IT
- Steeles Law Solicitors

Charity of the Year

Thank you to the following for choosing Age UK Norfolk as your Charity of the Year:

- Steeles Law Solicitors
- Ladies Team at Costessey Park Golf Club
- Arnolds Keys

Pro Bono

Thank you to the following for providing Age UK Norfolk with pro bono assistance:

- Farrows
- Lisa Harman
- Naked Marketing
- Morgan Self, Do Different

Donations

Age UK Norfolk is grateful to all our donors and for the legacies that we have received during the year.



Age UK Norfolk is the operating name of Age Concern Norfolk, a charitable company limited by guarantee and registered in England and Wales (registered charity number 1077097 and registered company number 03783205).

Thank you for supporting older people in Norfolk

Your Gift

I would like to donate £5 £15 £25 Or my own amount of £_____

If you are submitting your donation on behalf of someone we have helped, please could you provide their name:

Please make your cheque payable to 'Age UK Norfolk' or to make your donation by card, call 01603 787 111.

Gift Aid Declaration

giftaid it

Boost your donation by 25p of Gift Aid for every £1 you donate.

Gift Aid is reclaimed by Age UK Norfolk from the tax you pay for the current tax year.

Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation, you must tick the box below:

I want to Gift Aid my donation above to Age UK Norfolk. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

* Please notify Age UK Norfolk if you want to cancel this declaration, change your name or home address, no longer pay sufficient tax on your income and/or capital gains. If you pay income tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your self assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Your Details (*Fields marked with an asterisk must be completed)

Title:* First Name*: Surname*:

Full Home Address*:

Postcode:* Phone Number: Date of birth:

We would like to keep you informed about our services and how your donation is helping older people in Norfolk and how you can support us further:

- Please tick here if you do not wish us to contact you further
- Please tick here if you are happy for us to contact you by post
- Please tick here if you are happy for us to contact you by text
- Please write your email address here if you are happy for us to contact you in this way

Email address: _____

Please do not send cash through the post. Please return this form to:

Age UK Norfolk, 300 St Faith's Road, Old Catton, Norwich, Norfolk NR6 7BJ

To enable us to keep your records up to date, please let us know if your circumstances or address details change, or if you do not wish us to contact you further. Contact us by:

email info@ageuknorfolk.org.uk **telephone** 01603 787 111 or **write to us** at the address above.



Our Membership

The Norfolk Council on Ageing (NCoA) is the working name of the organisations and individuals who make up the membership of Age UK Norfolk. The NCoA comprises 43 organisations including four Age UKs/Age Concerns and 39 other organisations, all of which have an interest in issues relating to ageing and older people. The NCoA meets quarterly and meetings are open to the public.

Membership is made up of five categories and as of 31 March 2017 the membership was:

Honorary Officers

Chair: Helen Jones

Vice-Chair: Roy Dickinson

Honorary Treasurer: Paul Slyfield

President: Emily Millington-Smith MBE

Vice-Presidents: Trevor Ball, Bett Barrett, Dr Peter Forster, Margaret Hardingham, Peter Jarrold DL, Sam Morton and Sue Spooner

Six Original Subscribers

Fourteen Co-opted Members

Twenty Seven Associate Members

Member Organisations

- Age Concern Great Yarmouth
- Age Concern North Norfolk
- Age Concern Swaffham and District
- Age UK Norwich
- Alzheimer's Society - Norfolk Area
- Breckland Older People's Forum
- British Red Cross - Norfolk Branch
- Broadland Older People's Partnership
- Civil Service Pensioners Alliance (Norfolk)
- Community Action Norfolk
- Department for Work and Pensions
- Equal Lives
- Great Yarmouth Older People's Network
- Independence Matters
- James Paget University Hospitals NHS FT

- NIC (Norfolk Independent Care)
- Norfolk and Norwich University Hospitals NHS FT
- Norfolk and Norwich Pensioners Association
- Norfolk and Suffolk NHS Foundation Trust
- Norfolk Association of Local Councils
- Norfolk Carers Support
- Norfolk County Council Adult Social Care Committee
- Norfolk County Council UNISON (Retired Members Section)
- Norfolk Deaf Association
- Norfolk Federation of Women's Institutes
- Norfolk Older People's Forum
- North Norfolk Older People's Forum
- Norwich Medical School, UEA
- Norwich Older People's Forum
- Royal Voluntary Service - Norfolk Branch
- School of Allied Health Professionals, UEA
- School of Social Work, UEA
- South Norfolk Older People's Forum
- SSAFA
- St John Ambulance - Norfolk Branch
- The Great Hospital
- The Norfolk and Norwich Association for the Blind
- The Queen Elizabeth Hospital King's Lynn NHS FT
- The Royal British Legion
- U3A North Walsham
- West Norfolk Carers
- West Norfolk Mind
- West Norfolk Older People's Forum

Our Board of Trustees:

Chair: Helen Jones

Vice-Chair: Roy Dickinson (as from 25 May 2016)

Honorary Treasurer: Paul Slyfield

Stephen Burke, Stephen Drake, Jayne Evans (resigned on 18 January 2017), Susan Fraser, Simon Green, Anni Hartley-Walder (resigned on 01 May 2016), Chris Mowle, Jeffrey Prosser and Graham Robinson

For more information about our Board of Trustees please see our website: www.ageuk.org.uk/norfolk/about-age-uk-norfolk/our-senior-management-team-and-trustees/

How You Can Support Us

How the Money You Raise Will Support Our Services:

£4 could pay for a bright, friendly phone call to a lonely older person in Norfolk.

.....
£16 a month could pay for one year of Telephone Befriending to an older person who may not have anyone else to talk to.

.....
£30 could pay for a home visit to assist an older person with their household finances and levels of worry and anxiety.

.....
£100 could pay for our Advice Line to answer 12 calls from anyone worried about an older person.



.....
£300 could fund a Dementia friendly training course for 16 people, helping to make an entire community Dementia friendly.

.....
£1,500 could recruit and train a volunteer Telephone Befriender who in their first year will contribute in helping us to make over 10,000 calls.

Age UK Norfolk is an independent, local charity. We raise our own funds and rely on local fundraising and the generosity of the public to help us provide vital services to older people and their carers throughout Norfolk.

All funds we raise benefit the lives of older people in Norfolk. Together we can make Norfolk a great place to grow older.

One Off Donation

Donations of any size big or small, help us greatly.

A Regular Gift

You can make a donation on a weekly, monthly or annual basis by standing order and not have to worry about sending cheques or making phone calls.

Leaving a Legacy

Age UK Norfolk would be delighted if you were able to support us by leaving us a gift in your Will after you've taken care of the people closest to you. By doing this you would be

leaving a lasting legacy, so that no matter what challenges lie ahead, we can be there for future generations of older people and their carers living in Norfolk. Our 'Legacy Promise' means we will respect your privacy and never contact you to ask about your legacy or Will.

For more advice about leaving a legacy or other ways to fundraise, call 01603 787 111, email fundraising@ageuknorfolk.org.uk or visit ageuknorfolk.org.uk

Donate Your Pre-Loved Items

We will re-use your pre-loved items so please don't throw away your unwanted belongings. We can take a wide range of items from clothing to fridges, bric-a-brac to wardrobes, DVDs and CDs to sofas and anything else in between!

For information about donating your pre-loved items, call 01603 785 207



Please remember to Gift Aid your donation as it will go even further.