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# Introduction from the Chair and the Chief Executive

It has been a very difficult and challenging year for the charity. With such uncertainty surrounding the pandemic we were faced with a range of decisions to safeguard the future sustainability of the charity.

We transferred our staff to home working and moved our offices into the Elms, our business space for hire and in December we made the decision to close our furniture and more store in Kings Lynn.

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***Our thanks also go to our supporters, including local groups and individuals who fundraised for us understanding the urgency of providing funding to enable us to focus on the needs of our beneficiaries during this unprecedented time.***

As ever and particularly this year we are immensely proud of our achievements and of our staff and volunteers in maintaining our services to older people in Norfolk. We want to pay tribute to the determination, dedication and generosity displayed by our extraordinary team who have operated undeterred for so many months in such exceptional circumstances. Our sincere thanks go to all.

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***We could not have achieved this without the support of our staff and volunteers.***

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Whilst, this year has been challenging, it has also been a period of innovation. With funding from the Big Lottery, we were able to bring forward our plans to develop our IT infrastructure and move to cloud based ways of working. We also commenced an e-commerce pilot, to broaden our retail customer base and provide additional income without the need to increase our shop space.

Our core information, advice and advocacy services quickly adapted to new ways of working and have continued to provide vital support to older people.

In direct response to the loneliness experienced by so many older people, we increased the capacity of our telephone befriending service and developed our on-line training to support the many volunteers that came forward to help. By utilising the specialist skills of our staff we were also able to provide bereavement support to those who sadly lost loved ones.



**Hilary  
MacDonald**  
Chief Executive



**Stephen  
Drake**  
Chair

# Chief Executive and Chair Strategic Overview

The pandemic has highlighted the advantages of virtual means for staying in touch and has thrown into sharp focus the issue of digital exclusion, particularly the exclusion faced by older people.

In order to assist our beneficiaries to develop their digital skills, we launched Let's Get Digital to provide one-to-one remote teaching for people over 50 on how to use a tablet or iPad and the loan of a device for a 12 -week period.

In addition, with the closure of many attendance-based groups and clubs across the county, we launched a new on-line platform, engAge, in November 2020 in partnership with Age UK Norwich. The platform shares details of online activities and resources including social meet

ups and physical activities and also offline activities when safe to do so.

Looking to the future we will maintain our focus on our four strategic priority areas; Informing and Advising, Supporting and Enabling, Maintaining and Developing and Listening and Consulting.

We will seek to secure our information, advice and advocacy services, seek funding to maintain and develop our focus on digital inclusion and to resume our plans to develop Age Friendly Communities. We will also endeavour to continue and enhance our income generation opportunities and resume our commitment to campaigning and awareness raising.



**Hilary  
MacDonald**  
Chief Executive



**Stephen  
Drake**  
Chair

# Our strategic plan identified four priority areas for 2020/21

1

## Informing & Advising

Helping older people to make informed choices and remain independent

2

## Supporting & Enabling

Improving the health and wellbeing of older people

3

## Maintaining & Developing

Ensuring our sustainability

4

## Listening & Consulting

Working with older people across Norfolk to understand their collaborative needs

## In identifying our strategic priorities, we have considered the following factors:

1 in 5 people in Norfolk are currently aged 65 or over, in 2 years' time this will be closer to 1 in 3 – meaning sustaining our charity is a key focus.

1 in 6 people in Norfolk aged 65 or over are income deprived – meaning securing rights and entitlements will make a real difference to quality of life for older people.

1 in 5 people in Norfolk aged 65 or over are estimated to be lonely – meaning tackling social isolation and loneliness is a health and wellbeing must.

3 in 5 people in Norfolk aged 70 or over are estimated to not use the internet – meaning the creation of a digital inclusion programme was a key goal.

# Our Services

In November 2019, staff, volunteers and members of the Norfolk Council on Ageing came together in a series of workshops to help develop a new strategic plan for Age UK Norfolk.

Representatives from each workshop were invited to present proposals to the Board of Trustees Meeting in November. New strategic priorities formulated from these proposals were formally agreed by Trustees in January 2020. Our strategic plan is organised around four themes and four key priorities:

The image features four service pillars, each represented by a colored arrow-shaped sign on a black post, set against a green background. The pillars are: 1. 'Advising & Informing' (red arrow) with a bird icon above and speech bubble icons below. 2. 'Supporting & Enabling' (green arrow) with a bird icon above and telephone handset icons below. 3. 'Maintaining & Developing' (pink arrow) with a house icon containing a checkmark below. 4. 'Listening & Consulting' (dark blue arrow) with two mugs below.

**Advising & Informing**  
Advice Line, Benefit TakeUp, Outreach and Lasting Power of Attorney services. [More >](#)

**Supporting & Enabling**  
Telephone befriending, Advocacy services, Money Matters, Bereavement advocacy and new on-line programmes. [More >](#)

**Maintaining & Developing**  
Retail and fundraising activities alongside the central functions of the charity. [More >](#)

**Listening & Consulting**  
Norfolk Council on Aging and other local and national forums. [More >](#)

# Advising & Informing

## Last year we said we would:

- Maximise older people's income.
- Provide information and advice.
- Support older people to exercise their rights and have their voices heard.

## Here's what we achieved...

→ **966 benefit appointments**

Despite the restrictions of the COVID-19 pandemic.

This has resulted in us identifying and obtaining...

→ **£3,666,738 in benefit take up for older people.**



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*“Such a friendly and practical conversation. The person I spoke to was knowledgeable and comforting with clear advice and lots of resources were emailed immediately. A fantastic experience, much appreciated.”*

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## We also received...

→ **8,643 calls to our Advice Line**

with Benefits, Community Care and COVID-19 being the top three enquiry topics.

# Supporting & Enabling

## Last year we said we would:

- Reduce social isolation and feelings of loneliness.
- Support and promote opportunities for people to get together.
- Create Age Friendly communities.

***“On Thursdays I know I will have someone to talk to, contact with the outside world.”***



## Here's what we achieved...

→ **32% growth of befriending service**

We supported 360 people with our Telephone Befriending Service. Our service grew by 32% during the period as a result of increased loneliness during the pandemic.

We supported an average of 91 clients per month with our Money Matters and Advocacy service, receiving 183 referrals during the period. During the pandemic these services have been delivered remotely.

We delivered a joint project with Age UK Norwich to develop a new on-line resource, engAge, that holds details of activities and events of interest to older people across Norfolk. This has mainly been on-line and will become a community resource as face-to-face services re-open.

We launched a new Digital Inclusion project, Let's Get Digital, to support older people to get on-line. This service is aimed at those with little to no digital experience, helping them with the first steps of using a digital device and accessing the internet.



# Maintaining & Developing



## Last year we said we would:

- Increase our independent income.
- Invest in our people.
- Ensure our commitment to quality.

## Here's what we achieved...

→ **£86,791 in retail sales income**

over the periods we were permitted to open our stores. During periods of lockdown, we received:

→ **£41,062 of government funded retail and leisure grants**

including the Covid Job Retention Scheme.

## We also achieved...

→ **£337,846 in fundraised income in the period.**

The health and safety of our staff and volunteers has been of utmost importance throughout the pandemic. We acted quickly to transfer our office-based staff and volunteers to home working, investing in digital and developing our IT infrastructure.

We have continued our commitment to quality by developing new monitoring and reporting processes and have developed online training sessions for new staff and volunteers.



# Listening & Consulting

## Last year we said we would:

- Involve older people in the design and delivery of our services.
- Provide opportunities for older people to share their knowledge and experience.
- Invite older people to get involved in our campaigning and awareness raising.

## Here's what we achieved...

Despite the pandemic hindering the development of our consulting and involving activities, we were able to

→ involve a number of our current service users in the design of our new digital services

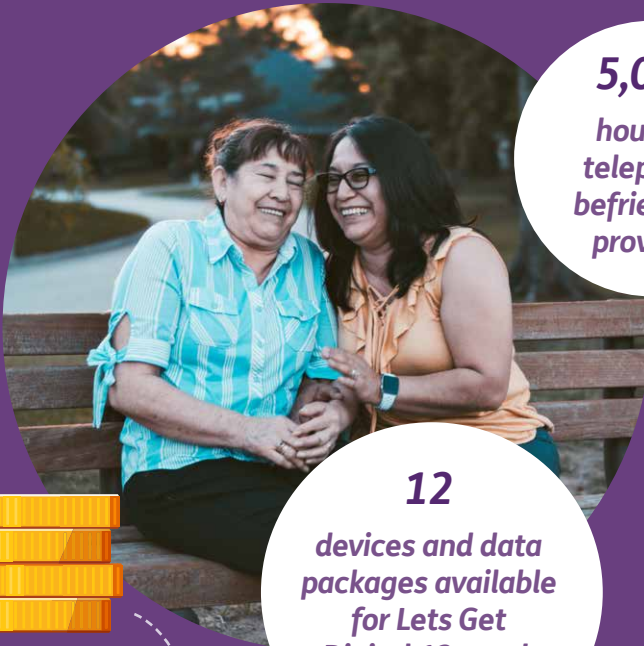


and we have continued to promote volunteering opportunities with many older people willing to share their knowledge and experience by volunteering for our services. As we emerge from the pandemic our focus will return on involving older people in campaigning and awareness raising.

***"I have now set up a ZOOM account and have sent and received emails from family and friends. I have had lots of ZOOM video calls with my family!"***



# Achievements Overview



**5,016**  
hours of  
telephone  
befriending  
provided



**966**  
people helped  
with welfare  
benefit  
applications

**12**  
devices and data  
packages available  
for Lets Get  
Digital 12-week  
programmes



**1,119**  
visits to our new  
digital inclusion  
website, engage

**£3,666,738**  
income for older  
people through  
successful benefit  
applications

**91**  
average number  
of clients receiving  
Advocacy / Money  
Matters support at  
any time



# Financial Summary

## Here's how we got our funding:

→ **Charitable activities**  
**£692,459**

This includes contracts and grant income for running our charitable services.

→ **Government support**  
**£49,320**

Monies received due to the pandemic.

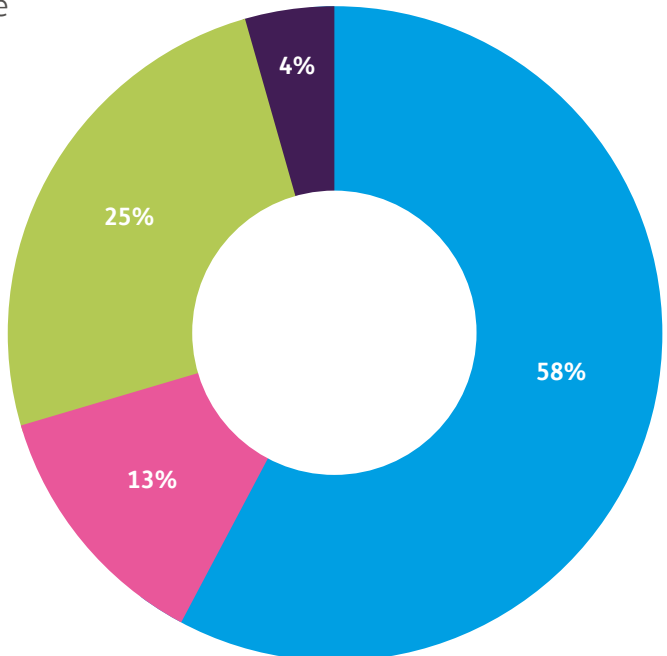
**Income:**  
**£1,200,104**

→ **Trading activities** **£160,219**

This includes sales income from our Charity shops and the Elms Business Space.

→ **Donations and legacies**  
**£298,106**

This includes income from supporters remembering us in their will; alongside one-off and recurring donations.



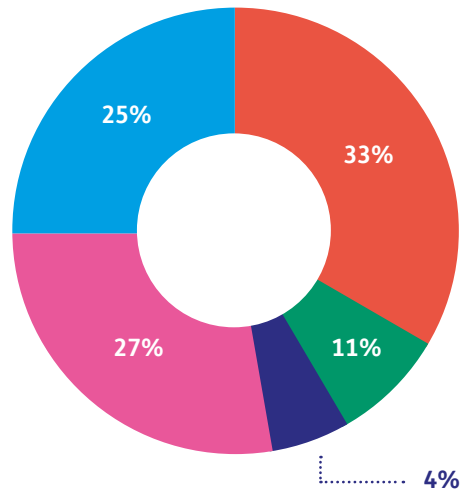
## Here's how we spent our funds:

- **Advising and Informing £290,072**  
This is providing information, advice and advocacy services.
- **Supporting and Enabling £95,507**  
This is providing telephone befriending services.
- **Listening, Consulting and Involving £33,868**  
This is involving people in planning, developing and delivering our service.
- **Maintaining and Developing £243,690**  
This is supporting and training our staff and volunteers, ensuring we are delivering high quality services and support functions to the organisation.

- **Income Generation and Other Costs £224,726**

This has involved developing additional sources of income including our charity shops and developing the Elms Business Space; also ensuring correct governance and finance structures are operated.

## Expenditure: £887,863



# Supporting our work

Our wonderful achievements over the last 12 months wouldn't be possible without our incredible team of staff and volunteers. Without their hard work, skills, time and dedication to our mission, these achievements would not be possible - thank you all for everything that you do!

Thank you!



We also owe a huge thank you to all of our donors, friends, funders and corporate sponsors for going above and beyond to support us in a particularly challenging year.



From our first ever digital quiz night and those climbing Ben Nevis (or a mountain via their own stairs!) to dressing down for our Slip into Slippers campaign - thank you all.

Special thanks to our supporters including Norfolk Community Foundation, Notcutts Garden Centre, Shorthose Russell, Naked Marketing and Trendy Grandad.



# Supporting our work



Leave us  
a gift in  
your will

Click  
Here



Start a  
fund-raiser  
for us

Click  
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Support us  
as your charity  
of the year

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Make a  
donation

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Click  
Here

Donate  
your unwanted  
items

For more information, visit our website [ageuknorfolk.org.uk](http://ageuknorfolk.org.uk), contact our fundraising team on **01603 787 111** or email [fundraising@ageuknorfolk.org.uk](mailto:fundraising@ageuknorfolk.org.uk)



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