



Annual Review
2022

Making Norfolk a great place to grow older

75th Anniversary

1947 - 2022

Listening & Consulting

Supporting & Enabling

Advising & Informing

Maintaining & Developing



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Introduction from the Chair and the Chief Executive

We are immensely proud of the vital support services we have provided to the older people of Norfolk for the past 75 years.

Our many achievements are due in no small way to the unwavering commitment of our truly amazing staff and volunteers and our ability to think differently; to constantly monitor, adapt and develop our services to meet the needs of the older people we support and to ensure the sustainability of the charity.

We also have a long history of working collaboratively and we know from our experience that bringing together wider skills and experience can achieve much more.

We know how important access to independent information and advice is for older people and in this our 75th Anniversary year,

in collaboration with six other Norfolk-based charities we were successful in tendering for an information and advice service. A feature of this new service which came into operation on 01 April 2022, is a triage element hosted by Age UK Norfolk and Age UK Norwich for professionals seeking information and advice for their clients and for members of the public seeking information and advice for themselves.

We were also successful in maintaining our digital support services that we set up last year, including engAge our online one-stop shop for later life activities and resources for a further 12 months and have recently secured further continuation funding.

Our befriending service continues to be a priority, not only in funding terms but also in finding new ways to tackle loneliness and isolation. Recently, we have been successful in obtaining funding from the Department of Transport to support older people needing to gain confidence to travel independently to take part in regular activities.

Operational development has continued throughout the year, with work undertaken on future strategy and our core values and with marketing training for our management team. We also appointed an external Data Protection Officer to strengthen our data protection procedures and have recently recruited to a new Business and Performance role.

Looking forward to next year and beyond we relish the challenge of building on our achievements of the past 75 years and further developing our commitment to making Norfolk a great place to grow older.



Vicky Aitken
Acting CEO



Stephen Drake
Chair

Thank You to long-standing Chief Executive

Every so often in life one experiences a conflict of emotions. As I put pen to paper for this review, I find myself having that experience caught in the dichotomy of sadness and pride.

Sad because the time has finally arrived when Hilary has decided to retire as Chief Executive of Age UK Norfolk and pride over the numerous achievements she has accomplished and overseen during her tenure. Under Hilary's leadership the standing of Age UK Norfolk has, not only in Norfolk, but throughout the Age UK family, been greatly enhanced for ensuring the needs of older people are heard about and that they themselves are sufficiently informed of their benefits and entitlements so that they are no longer silenced into the "forgotten people". Hilary has presided over good times and difficult but always professionally, politely and with a smile on her face. The charity owes

her an enormous debt of gratitude. She will be a hard act to replace and a difficult act to follow, but perhaps most importantly she will be missed by all. In thanking Hilary for all she has done for Age UK Norfolk, I hope you will join me in wishing her a very happy and well-deserved retirement.

One of Hilary's successes has been to ensure Age UK Norfolk has a very amiable and capable Head of Operations who has been working ever more closely with Hilary over the last year or so. Vicky Aitken is passionate about Age UK Norfolk and all it stands for. She is a very firm advocate for the charity's objectives and the well-being of its beneficiaries. She has a detailed knowledge of all aspects of the organisation gained through her day-to-day involvement. With these attributes she is well qualified to step up as Acting CEO and I and my Board are thrilled that she has agreed to do so for 6 months.

Stephen Drake Chair

Our strategic plan identified four priority areas for 2021/22

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.

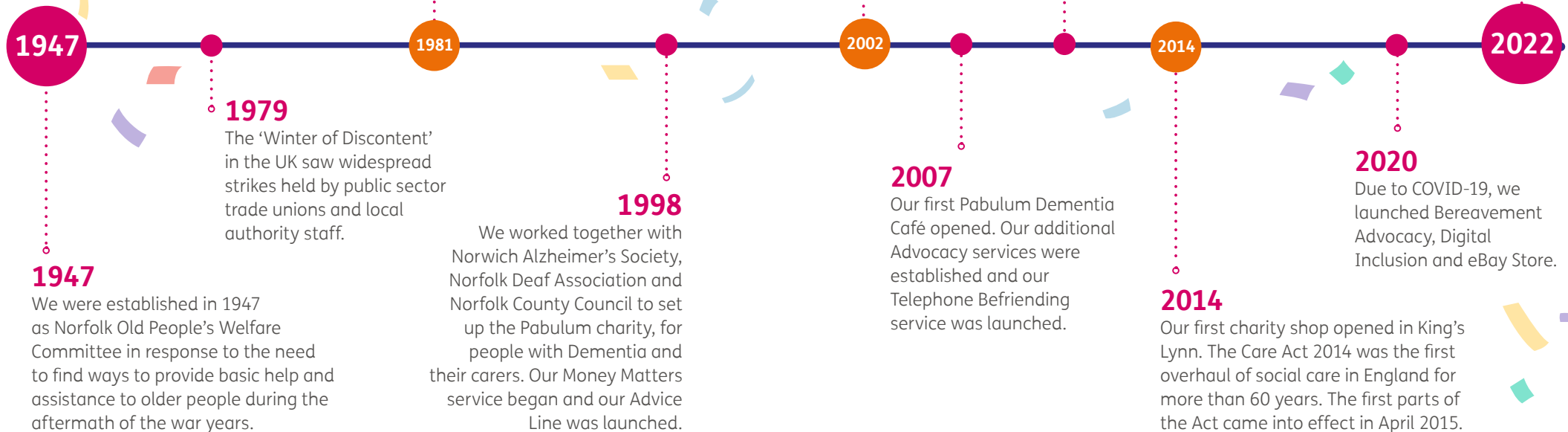
The Past 75 Years

Providing much needed support



75th Anniversary
1947 - 2022

In this; our 75th Anniversary year, we have continued to provide much needed support to older people across Norfolk. The events of the last 12 months with the emergence of new strains of Covid giving rise to continuing concern and the ongoing impact on our daily lives of the Cost-of-Living Crisis gives us ample opportunity to demonstrate how vital our services remain after all of this time. Our achievements are testament to our ability to think differently; to constantly monitor, adapt and develop our services to meet the needs of the people we support and to ensure the sustainability of the charity.



1947

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.

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.

1981



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.

2002

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.

2007

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

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.

2020

Due to COVID-19, we launched Bereavement Advocacy, Digital Inclusion and eBay Store.

2022

Secured information and advice tender for 9 years & leading brand new triage service for 'Your Norfolk Advice Line'.

2022

75th Anniversary

Our Services

In November we took time to reflect, review and refresh our values and to articulate how they influence our work: Our **ICARE** values shape everything we do;



Inform

We inform others of the work we do and we inform people of their rights.

Commit

We commit to the cause in each and every action we take.

Adapt

We adapt as an organisation, as teams and individuals and respond to the needs of the organisation.

Respect

We respect every individual and organisation that has any contact with us by listening and understanding their point of view.

Enable

We enable every person we work with to do best they can and advocate and campaign on their behalf where barriers exist.

Advising & Informing

We achieved...

→ **1,574 benefit appointments**

Resulting in us identifying and obtaining £3.42m in benefit awards per annum in Norfolk.

→ **We have received over 10,000 calls to our advice line.**

The top three enquiry topics were **Benefits, Community Care and Travel**. In the current year we have already seen a sharp hike in the numbers of people contacting our services.



In this coming year...

Our focus will be on delivering our new information and advice contract and on meeting the increasing enquiries relating to the cost-of-living crisis and providing support via our benefits team to older people impacted by the challenging state of affairs the country finds itself in.

Our new Triage function has already had a massive impact on the distribution of Household Support Funds to those in need right across the county.

75th Anniversary

Supporting & Enabling

We supported...

→ A total of 500 people with our Telephone Befriending Service.

Our service grew by 7.3% during the year.

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



We supported an average of 161 clients per month with our Money Matters/ Advocacy service(s), receiving 268 referrals during the period.

This service is seeing an increase in complexity as the independence of older people is threatened by the cost-of-living crisis.

EngAge is our new website dedicated to promoting activities and resources for later life in Norfolk.

The number of active posts on the website increased 363% with 371 active posts at the end of March 2022. We had 3,516 visits to the website during the same period. Under our Lets Get Digital project, we are seeing increases in activity and are working closely with Age UK national to develop a best practice approach.

Maintaining & Developing

We achieved...

→ £172,363 in retail sales income, including £27,290 from our eBay on-line store.

→ £271,238 in fundraised income in the period, including £42,858 in general donations and £192,974 in grant income.



As Covid restrictions eased during the year and our services and retail activities returned to face-to-face working, we continued to review and update our covid risk assessments to ensure the safety of our staff, volunteers and service users.

A significant number of our staff are now home-based, and our recent staff survey showed that our staff are happy to for these arrangements to continue.

Over the coming period we will be looking to develop our retail profit position by increasing eBay sales and begin to explore funding opportunities for community-based provision.

“We’re very proud of everything that our retail team have achieved and we look forward to next year as we continue to develop our retail operation to match how people want to shop, including an expanded online portfolio.”

Listening & Consulting

We have continued...

→ To promote and provide opportunities for older people to share their knowledge and experience by volunteering.

During the year, alongside the development of the new Integrated Care System in Norfolk and new VCSE Assembly we have worked with local partners to explore how the voices of older people can be heard within these new health and social structures and how their views can help shape the development of future services.

With the restrictions of Covid behind us our focus will return to involving older people in campaigning and awareness raising by getting back into communities and showing a presence across the county.

We are committed to ensuring all Older People know we are here to support them in all areas of Making Norfolk a Great Place to Grow Older.



Achievements Overview

£3.42M
obtained in
benefit

7.3 %
growth in
telephone
befriending

10,000+
calls to the
Advice line

£27k
in eBay sales
income in first
full year

363%
increase in
postings on
EngAge

268
new referrals to
Money Matters
and Community
Advocacy

75th Anniversary

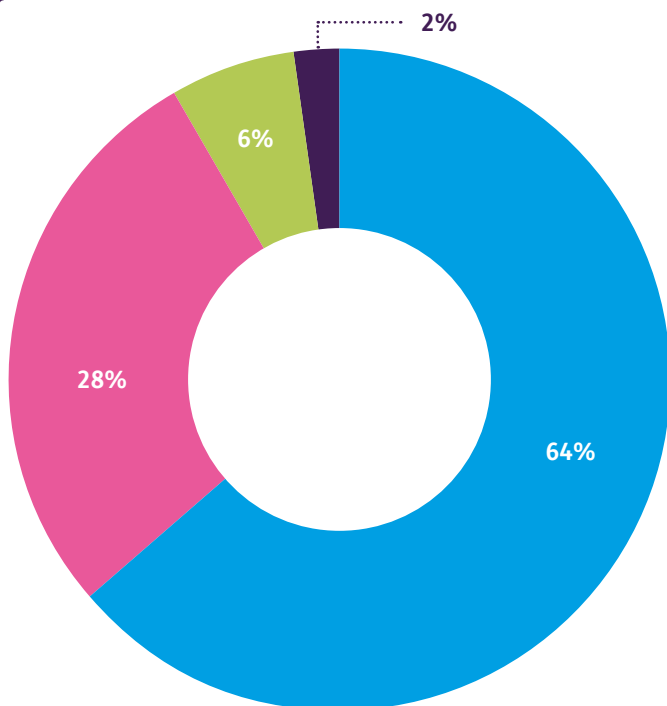
Financial Summary

Here's how we got our funding:

- **Charitable activities £474,339**
This includes contracts and grant income for running our charitable services.
- **Investment/ other £15,185**

- **Trading activities £207,769**
This includes sales income from our Charity shops and the Elms Business Space.
- **Donations and legacies £45,197**
This includes income from supporters remembering us in their will; alongside one-off and recurring donations.

Income: £742,490

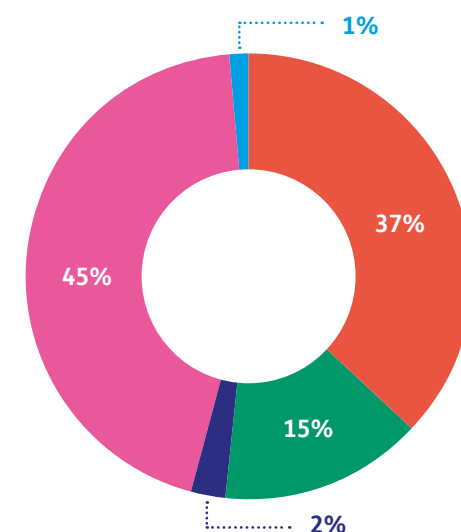


Here's how we spent our funds:

- **Advising and Informing £326,697**
This is providing information, advice and advocacy services.
- **Supporting and Enabling £127,145**
This is providing telephone befriending services.
- **Listening, Consulting and Involving £21,954**
This is involving people in planning, developing and delivering our service.
- **Maintaining and Developing £391,442**
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 £11,080**
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: £878,318



Volunteering

Alongside our own 75th Anniversary, this year has seen a number of the Queen's Platinum Jubilee celebrations among which is the Platinum Jubilee Volunteering Champion award which recognises the work of unsung heroes. Marion, 80, was a delighted recipient of the award and has received a special certificate and pin to commemorate her award and voluntary service to Age UK Norfolk.

"It is a great honour for me to accept this award, which I do, not just for myself but on behalf of all Age UK Norfolk volunteers who work so hard for the benefit of older people" says Marion. "Age UK Norfolk do a tremendous amount of good work in many different ways and "Money Matters" is just one part of that."

Marion has served with our Money Matters team for 22 years. With Marion's help, money has been saved, bills reduced where possible, finances have become more structured and easier to manage, and unnecessary direct debits cancelled. She enjoys the interaction with those she tries to help, and her aim is always to leave them on a cheerful note.

Thank you!

"Most certainly it is very rewarding, and you meet some lovely people who really appreciate your help. I get a great buzz in being able to solve their problems for them."



- Over the last year we had **240** volunteers supporting our services
- Some of our volunteers are in their **90s** and some have volunteered for us for over **20 years!**



If you feel inspired by Marion's story and would like to find out more about volunteering for Age UK Norfolk, contact our Volunteer Coordinator on 01603 785 201 or email volunteering@ageuknorfolk.org.uk

Supporting our work

Huge thanks to staff and customers of Notcutts in Norwich for raising 3,876.29 for Age UK Norfolk through their Pennies scheme, allowing customers to round up their purchases to the nearest pound when paying by card.

Thank you to Unbound Creative agency in Norwich for their pro-bono support in helping us on our pathway to a new marketing strategy.

Thank you!



Big Knit: Our supporters have been busy with their knitting needles, sending us over 5,700 mini bobble hats for the Innocent Smoothie bottles, which will result in a grant of over £1,400 for Age UK Norfolk.

Thank you to Barnham Broom Golf Club and last years captain Mr John Knight for selecting Age UK Norfolk as their chosen charity and raising over £3,250 for Age UK Norfolk.



Supporting our work



For more information, visit our website ageuknorfolk.org.uk, contact our fundraising team on 01603 787 111 or email fundraising@ageuknorfolk.org.uk



Age UK Norfolk

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