



Norfolk
ageUK

Let's change how we age

Making Norfolk a great place to grow older



ANNUAL REPORT 2024

Introduction from CEO and Chair of Age UK Norfolk

Inside...

1. CEO & Chair Introduction
3. Strategic Priorities
4. Informing & Advising
5. Supporting & Enabling
6. Maintaining & Developing
7. Listening & Consulting
8. Achievements Overview
9. Financial Summary
11. Volunteering Spotlight
12. Supporting our work



Thank you for taking the opportunity to browse through our Annual Report for the 2023-2024 financial year. The Report includes visual images of our work in action, and we have deliberately tried to keep its presentation simple and avoid ‘management speak’ to illustrate what we do for people in later life in Norfolk. We hope that you find its format accessible.

2023-2024 was yet another challenging year for people in our communities across the County. The cost of living ‘crisis’ has endured and the need for help and support is not abating. We as a society have not woken up to the economic and societal impact that ageing brings. It is having a profound effect on our public services – particularly Social Care and the NHS – and is starting to affect the private sector too. In parts of Norfolk, the number of people of State Pension age is overtaking the number of working age adults.

Employers need to develop new ways of enabling people in later life to continue to work, if they wish to do so, to improve their social connection and give meaning to those for whom work is an essential part of their lives.

We continued to support people to claim their rightful entitlements to help them to meet their basic needs such as food, light and warmth in their homes. More people are falling between the cracks in statutory provision and the charity sector is responding, even in the face of declining income from this source.

Introduction from CEO and Chair of Age UK Norfolk

We are one of many organisations in the charity sector in Norfolk going above and beyond to meet more complex needs and manage risk.

Our staff and volunteers work with us for the intrinsic reward and pride that they get from supporting people in later life. Attracting volunteers is challenging as many people also have their own caring responsibilities and have to remain in paid work for longer than they might have done due to the rise in State Pension age.

We have a longstanding group of volunteers who have worked with the Charity for many years, we are grateful to them for their dedication in supporting others.

We remain absolutely committed to supporting people in later life in Norfolk and will, for as long as we are able, continue to deliver our services free of charge.

We can only continue to do so thanks to the generosity of those who support our cause and our heartfelt thanks to all of you who have donated funds to our organisation.



Ann Donkin, CEO



Stephen Drake, Chair

Strategic Priorities 2023-2024

Trustees, with the Senior Management Team, review the Charity's strategic framework annually to ensure that it remains relevant for the needs of beneficiaries and the wider context within which the Charity operates in.

The framework brings together the Charity's mission and values that drive strategic objectives and priorities:

- Our Mission guides everything we do
- Our Values are what we stand for
- Our Priorities set out what and how we will deliver

Strategic priorities

The Charity's strategic plan up to 2024 identified four priority areas:



Informing and Advising

Helping older people to make informed choices and remain independent;



Supporting and Enabling

Improving the health and wellbeing of older people;



Maintaining and Developing

Ensuring our sustainability;



Listening and Consulting

Valuing the contribution that older people make.



“Our Mission is to make Norfolk a great place to grow older”

Informing & Advising

In 2023-2024 the key objectives for this group of services were to:

- ➔ provide information and advice
- ➔ maximise income for people in later life
- ➔ support individuals to exercise their rights and have their voices heard.

The Charity dealt with:

- ➔ Over 14,648 calls to the advice line
- ➔ 554 referrals via the Norfolk Community Advice Network (NCAN)
- ➔ 218 referrals directed to the local team from enquiries to Age UK (the National Charity)
- ➔ 1,469 enquiries sent via email and the website.
- ➔ 1,433 welfare benefit appointments
- ➔ 34% of welfare benefit visits were carried out in service users' own home setting
- ➔ 208 referrals (168 home visits) for the Lasting Power of Attorney service



**We helped to
secure £4.8m
in welfare
benefits for
older people**



“Thank you for your time and effort in helping me, I would not have been able to deal with these matters without your help, thank you.”

Supporting & Enabling

In 2023-2024 the key objectives for this group of services were to:

- advocate for the rights and entitlements of individuals
- reduce social isolation and feelings of loneliness
- develop skills and confidence to access services, and promote opportunities for people to get together in their neighbourhoods and wider community.

The Charity dealt with:

- 1,400 Advocacy home visits, providing 2,999 hours of support
- supporting individuals to repay £126,743.00 of Norfolk County Council care fees, £249,452.00 of Norfolk County Council debt and £91,696.00 of personal debt
- helping people to make personal savings of £74,597.00
- supporting 37 people to make NHS complaints
- Providing 12,095 befriending calls (4,248 hours of befriending!)
- 119 hours of direct support for digital inclusion
- delivering 188 sessions of travelling companionship



We supported individuals to repay £249,452 of debt to Norfolk County Council

Maintaining & Developing

In 2023-2024 the key objectives for the organisation were to:

- ➔ reduce unnecessary corporate costs to reinvest resources into front line service delivery
- ➔ build resilience across the organisation by reorientating the structure of the organisation
- ➔ reward staff appropriately relative to market rates paid elsewhere in the charity sector
- ➔ recognise volunteers for the superb work that they do
- ➔ ensure a commitment to quality by securing the various accreditation awards from Age UK, the national charity.

What the Charity did this year:

- ➔ Services continued to be under significant pressure in terms of the volume of enquiries and responding to the needs of people in later life. Service provision was monitored very closely to ensure that the Charity was able to deliver services in the most efficient and effective way. Non-service delivery costs were reviewed and redeployed to the front line.
- ➔ The Charity registered with the 'Living Wage Foundation' and is an official Living Wage Employer.
- ➔ Age UK Norfolk has allocated a sum in its budget for the coming year (2024-2025) to develop a reward and recognition scheme for its volunteers to highlight their contribution and reward long service.

The action plan resulting from a review of governance arrangements was implemented and the organisation is now in a more sustainable position and fit for the future.



The Information & Advice service retained the following accreditations:

- *Triage: Quality of Information & Signposting Standard (QISS) which is renewed annually*
- *Advice: Quality Advice Standard (QAS) which is reviewed on a rolling 3-year cycle.*

Listening & Consulting

In 2023-2024 the key objectives were to:

- ➔ involve people in later life in the design and delivery of our services
- ➔ provide opportunities to share their knowledge and experience
- ➔ invite people to get involved in our campaigning and awareness raising.

In late 2023 and early 2024, Age UK Norfolk asked people in later life, staff, and volunteers to help shape our 2024-2027 strategic plan. Over 100 people contributed by completing questionnaires or in focus groups.



Service users said that:

- their three biggest concerns about ageing were staying healthy, loneliness and loss of independence
- the cost of living and loneliness were the two biggest issues facing people in later life right now, and in the future.

Staff and volunteers felt that Age UK Norfolk:

- should focus on what it does well, which includes Information and Advice, Welfare Benefits support, Money Matters, Advocacy, Digital Inclusion and Companionship services
- should continue to provide services free of charge
- offer services to those below State Pension age, to allow for a longer lead in time for later life planning where there is capacity to do so.

The Charity's forward plan has been developed around these findings.



“Cost of living and loneliness were the two biggest issues facing people in later life right now”

Achievements Overview

We provided
12,095
befriending
calls



Helped to
secure £4.8m in
welfare benefits
for older people



We provided
1,433 benefit
appointments



We made
1400 home
advocacy
home visits

Supported
individuals to
make savings
of £74,597.00



Dealt with 208
referrals for
support with
Lasting Power
of Attorney

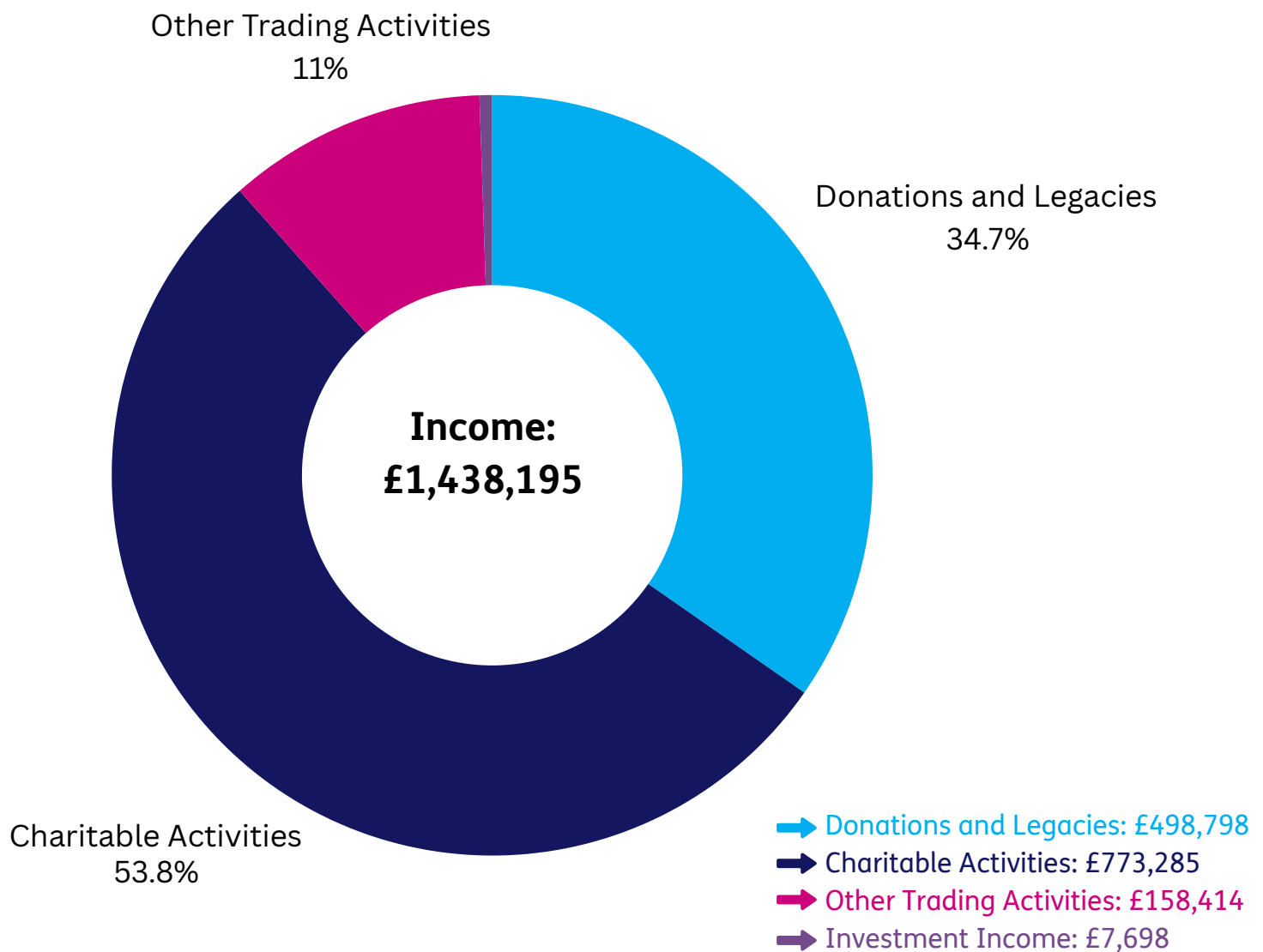
Completed 188
sessions of
Travelling
Companionship
support



Financial Summary

Here's how we got our funding:

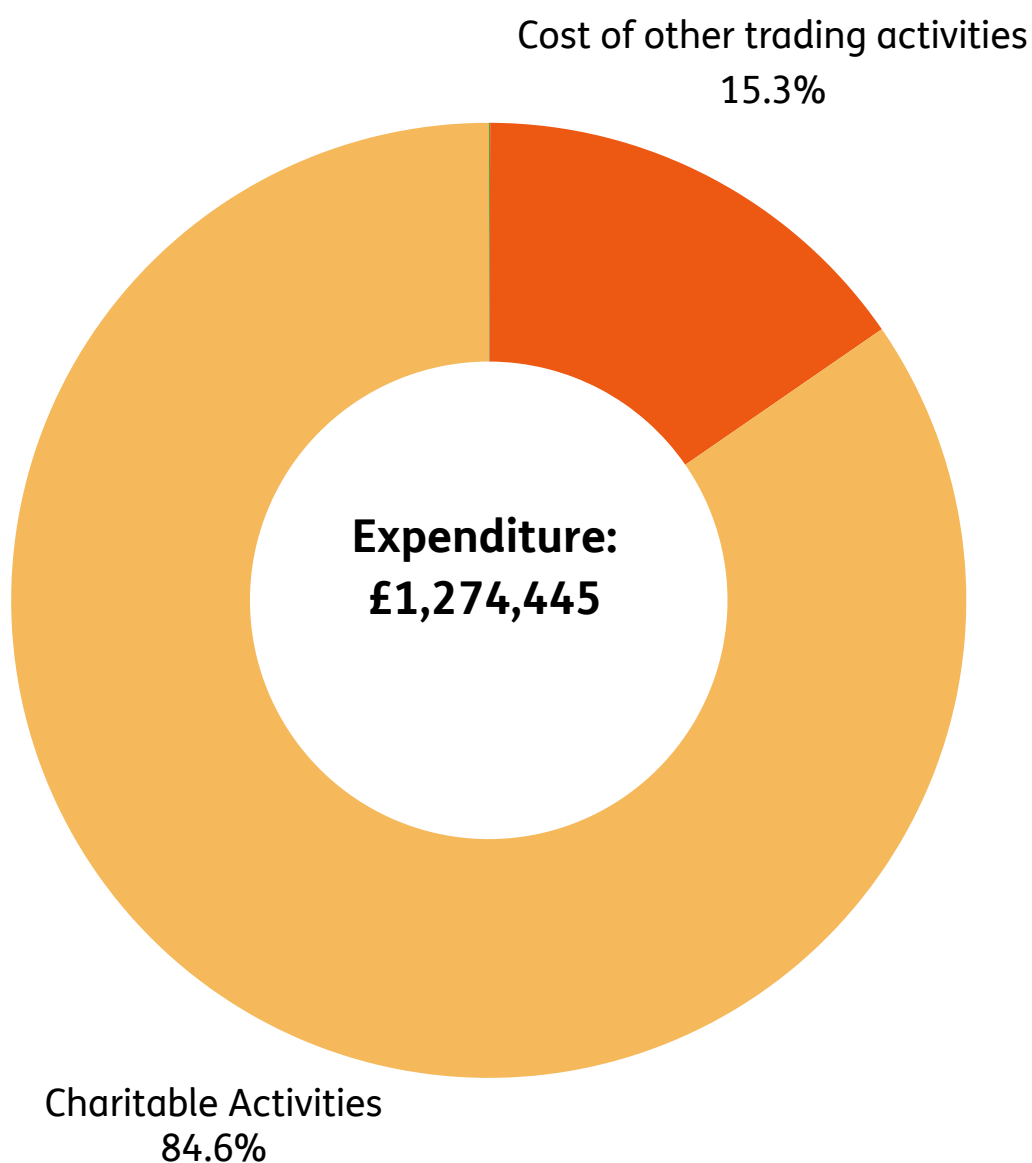
In the year ended 31 March 2024, the Charity's total income amounted to £1,438,195. Income from charitable activities increased to £773,285, which was due to new contracts and grants being agreed and received during the year.



Financial Summary

Here's how we spent our funds:

Total expenditure amounted to £1,274,445. The cost of charitable activities of £1,078,291 increased compared with the previous year largely as a result of increased workload due to the new contracts in place and additional inflationary pressures during the year.



- Cost of raising donations and legacies: £622
- Cost of other trading activities: £195,532
- Charitable Activities: £1,078,291

Volunteering Spotlight

In 2023-2024:

- ➔ We had 233 active volunteers
- ➔ Our volunteers provided 11,178 hours of support
- ➔ We had 70 volunteers who have been with us for over 5 years

Fiona Green has been volunteering for Age UK Norfolk for over five years. Here, Fiona talks us through a typical visit as an Advocacy Volunteer.

Tell us about your role as a Advocacy volunteer?

I currently have one client whose paperwork and managing his finances had become overwhelming for him. We worked through it all, contacted his creditors to set up payment plans, referred him for assistance in completing his Personal Independence Payment form and dealt with his housing benefit for a rent increase. All of this was completed with his engagement - as I said to him throughout 'it is your money and entirely up to you how you spend it - I can just help sort it out'.

What does the person you help get out of the support provided?

He was so anxious and worried about the state of his finances and had totally lost confidence.

There have been a couple of occasions recently that he has felt confident enough to respond to a phone call or letter himself! It is so much more than a home visit to sort out finances and paperwork.



"My client has said to me on more than one occasion 'you have changed my life'."

We have built a really good relationship, we have a laugh, I always make him a cuppa just so he can say 'I thought you were never going to ask me - I am gasping here!'

If you feel inspired by Fiona's story and would like to find out more about volunteering with Age UK Norfolk, contact our Volunteer Coordinator:

- ➔ 01603 785 210
- ➔ volunteering@ageuknorfolk.org.uk
- ➔ www.ageuknorfolk.org.uk



Supporting our work

In addition to successful grant applications, the Charity was fortunate to receive individual donations as well as legacies of over £450,000 during the period which helped us to support the services and older people as a result.

Age UK Norfolk was pleased to be supported by:

- The Norfolk Community Foundation
- Age UK (the national charity)
- The Timothy Colman Trust
- Alan Boswell Charitable Trust
- The National Lottery Cost-of-Living Fund
- The Lord Cozens Hardy Trust
- The Earl of Northampton's Charity
- The Antelope Trust
- Sky Community Fund
- The Du Brow Charity
- R.C. Snelling Charitable Trust

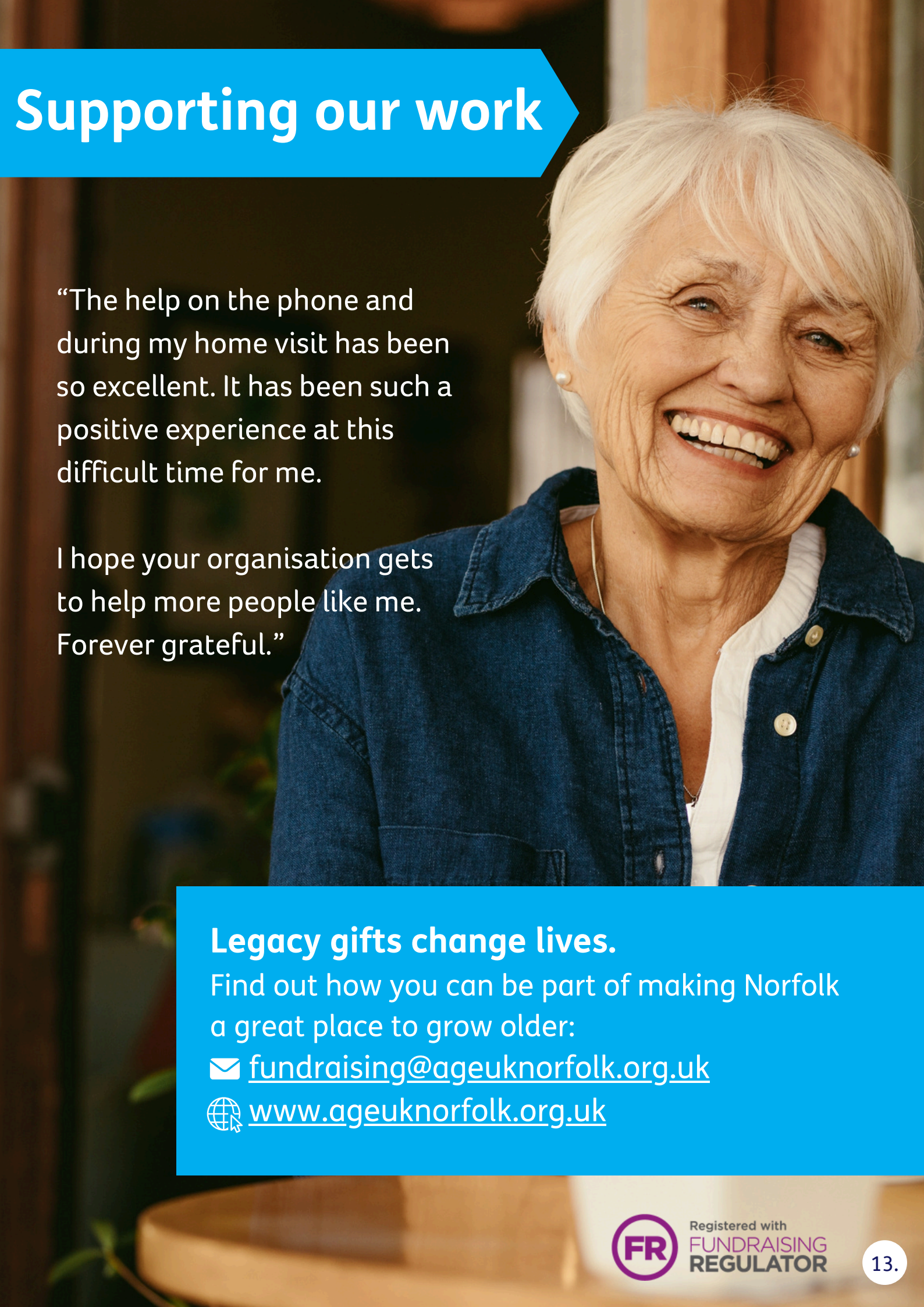
The Charity was further supported by individual fundraisers, including a group who raised over £1,000 with a sponsored sky dive, and by those running the Blickling Spring Half Marathon which raised over £1,300.

Thanks also to the St Edmund Lodge No 6539 for raising over £1,000 for us as their Charity of the Year and to Hevingham Woodburners for sponsoring our Aylsham Christmas Tree Festival entry.



Interested in fundraising for Age UK Norfolk?

You can download our [Fundraising Guide](#) for more ideas and information or contact our fundraising team at fundraising@ageuknorfolk.org.uk



Supporting our work

“The help on the phone and during my home visit has been so excellent. It has been such a positive experience at this difficult time for me.

I hope your organisation gets to help more people like me. Forever grateful.”

Legacy gifts change lives.

Find out how you can be part of making Norfolk a great place to grow older:

✉ fundraising@ageuknorfolk.org.uk

🌐 www.ageuknorfolk.org.uk

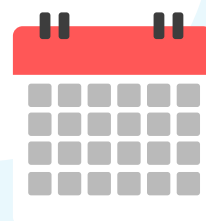


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Supporting our work

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

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