



Update from Ann Donkin and looking to the year ahead

As we look ahead to the new financial year, I want to take a moment to express my appreciation for the hard work and commitment each of you has shown throughout the past year. Despite the challenges, we are entering this new phase in a strong position, and I am confident that together we will continue to build on our successes, ensuring we make a lasting impact on the lives of older people across Norfolk.

I'd like to share an update from our most recent Board meeting. It was a productive session with several key points to highlight as we look ahead to the coming year.



New Brand Partner Agreement with Age UK

In January 2025, we successfully signed the new Brand Partner Agreement with Age UK, with Stephen and Ann representing us in this important step forward. This partnership continues to be a key part of our work and commitment to supporting people in later life.



Corporate Performance Report

Jasmine presented the first comprehensive corporate performance report, which focused on how we are performing across a range of non-financial indicators, including HR and quality measures. This marks an important step in our efforts to ensure we maintain high standards throughout the organisation.



Focus on Financial Position and Plans for 2025-2026

A major focus of the meeting was our financial position and the plans we have in place for the 2025-2026 period. We are navigating a challenging landscape, but I'm confident we are taking the right steps to ensure we continue to thrive.



2024-2025 Financial Position

With a 'fair wind,' we are on track to meet our agreed budget for this year. A significant factor in this success has been the legacy income of over £200,000, which has allowed us to maintain our financial stability and ensure that we continue delivering vital services.



2025-2026 Financial Plan

Looking ahead to next year, we are facing some financial pressures, particularly following the Government's Autumn Budget Statement on National Insurance Contributions (NICs) and the Living Wage Foundation's announcement of the new 'real' Living Wage rate. While these developments will certainly put strain on our budget, we are in a better position than many charities, thanks to the substantial legacy donations we've received. However, we must acknowledge that we are currently holding several vacancies within the team, and we know this puts extra pressure on our brilliant staff and volunteers who are doing incredible work to support those with increasingly complex needs, especially for people who fall between the gaps in statutory services.





Commitment to Our Mission

The Board remains steadfast in its commitment to supporting people in later life across Norfolk. We will continue to deliver our services free of charge for as long as we are able. There are no plans to diversify into new 'paid-for' services – our focus will remain on ensuring we serve our community to the best of our ability.



Fundraising Plans for 2025-2026

The Board has also approved the approach to fundraising for the coming year, with Michelle (Head of Fundraising and Communications) leading on detailed plans to help us achieve our fundraising goals.

thank you all for your ongoing hard work and dedication to our cause. Your continued efforts make a real difference in the lives of the people we support, and I am grateful for everything you do. We're on the right path, and together, I'm confident we will continue to achieve great things

Festive Fundraising

The twinkly lights of Christmas seem a distant memory now, but if you cast your minds back you may recall that a certain cheeky Christmas Elf graced us with his appearance over the festive season. Peppermint the Elf managed to secure us £400 in donations from Sure Media, Toombs Butchers and Aviva and we hope to welcome him back next year.

Special thanks also to Trustees Mark and Cherry for donating, securing a donation from Aviva and for delivering us home baked festive goodies!

Michelle Jay – Head of Fundraising and Communications



Funding Success

Age UK Norfolk are delighted to be heading into the new financial year with funding recently awarded by Age UK, the national charity and the East of England Co-Op (via the Norfolk Community Foundation).

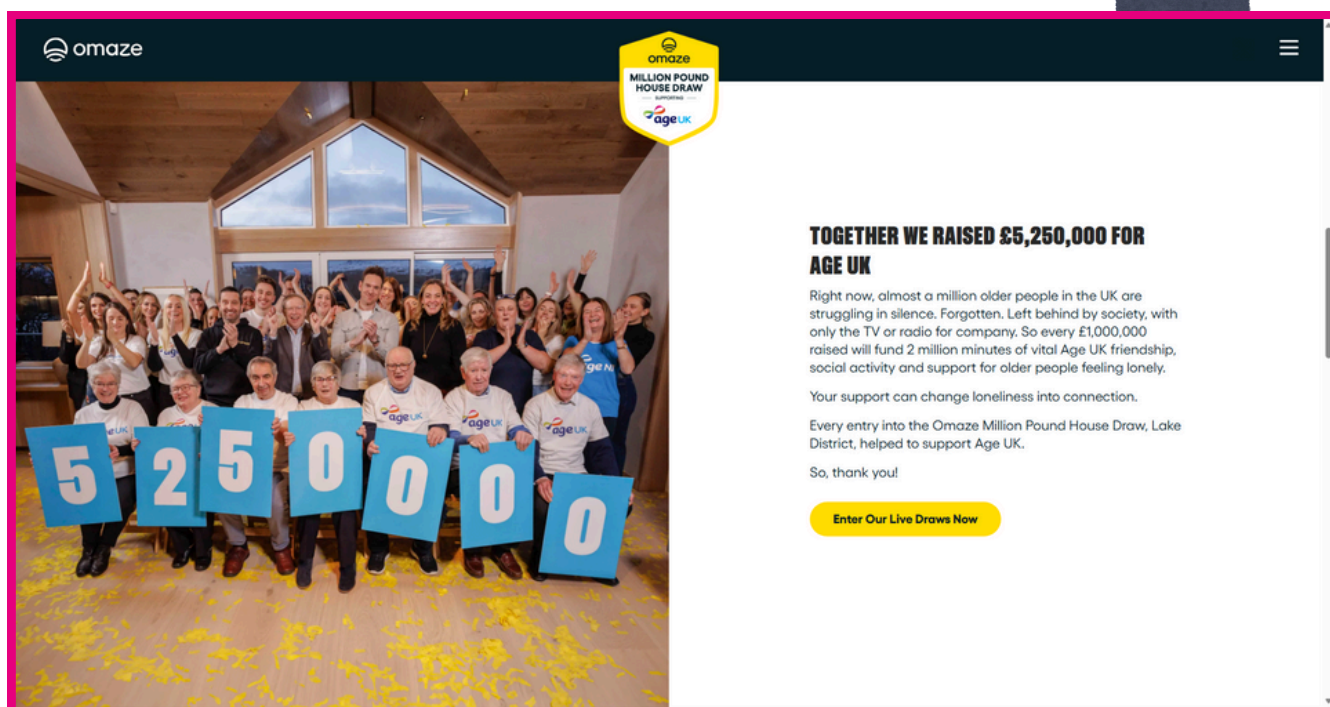
In February, we were pleased to learn that we had secured a grant of £20,000 towards our Befriending activities from Age UK. These funds originated from the Christmas Omaze campaign, which was Omaze's most successful fundraiser to date, securing £5.25m for Age UK and the network partners.

In addition, the East of England Co-Op have awarded us £5,000 for an Advice and Welfare Benefits project which will be focussed on the Thetford area, where they are launching a new store.

We are looking forward to the new financial year ahead and making a real difference to the lives of our beneficiaries with these funds.



Michelle Jay – Head of Fundraising and Communications



omaze

omaze
MILLION POUND
HOUSE DRAW
SUPPORTING
ageUK

TOGETHER WE RAISED £5,250,000 FOR AGE UK

Right now, almost a million older people in the UK are struggling in silence. Forgotten. Left behind by society, with only the TV or radio for company. So every £1,000,000 raised will fund 2 million minutes of vital Age UK friendship, social activity and support for older people feeling lonely.

Your support can change loneliness into connection.

Every entry into the Omaze Million Pound House Draw, Lake District, helped to support Age UK.

So, thank you!

[Enter Our Live Draws Now](#)

Dial Up Happiness!

Celebrate International Day of Happiness by Helping to Tackle Loneliness

This International Day of Happiness (20th March), we're raising funds for a cause close to our hearts: telephone befriending for older people. A simple chat can brighten someone's day and remind them that they're not alone.

For just £4 per call, you can help us make a meaningful connection with someone who may be feeling isolated. Our goal is to raise £1,000, which will fund 250 calls to spread joy and companionship to older people in need.

Loneliness in Norfolk and how we are helping

Loneliness and social isolation among older adults in Norfolk, UK, are significant concerns, with a notable impact on individuals aged 50 and over. Recent assessments indicate that between 5% and 13% of adults in Norfolk often or always feel lonely (Norfolk Insight). The county's aging population exacerbates these issues, as Norfolk is projected to experience a higher increase in older residents compared to the rest of England (Norfolk Insight). Age UK Norfolk provides a befriending service that matches lonely and isolated older individuals with volunteer companions, aiming to reduce loneliness by providing a friendly, weekly phone call.

In 2023-2024, we provided over 12,000 befriending calls for older people in the county – that's over 4,000 hours of befriending!

Please consider supporting our campaign and sharing to your own contacts to help spread the word if you are able. Just £4 could be equivalent to the price of a small takeaway snack that offers a momentary lift. In contrast, a £4 donation offers a lasting impact by creating an enduring human connection for someone who may be experiencing loneliness. [Donation Link on JustGiving](#)



The graphic features the Norfolk Age UK logo at the top left. A pink rotary phone with a smiley face on its dial is at the bottom left. The text 'Dial Up Happiness' is in large white letters. A pink circle at the top right says 'Donate to support our befriending service'. The bottom right text states '£4 for a call, £1,000 for 250 moments of joy!' and includes the hashtag #InternationalDayofHappiness.

Norfolk
ageUK
Let's change
how we age

Donate to
support our
befriending
service

Dial Up Happiness

£4 for a call,
£1,000 for 250
moments of joy!

#InternationalDayofHappiness



Raffle/Auction Items Needed for Fundraiser

This coming May, the Richard Gurney Lodge No. 8387 are hosting a 'Ladies Night Celebration', an opportunity for their group to enjoy great company and celebrate their ladies while also supporting a worthy cause. This year (after an impassioned plea from our Trustee) they are proud to be raising funds for Age UK Norfolk.

The event is on 10th May at the Maids Head Hotel in Norwich and their Chair, Stephen, has asked for our support in generating donations for the raffle / auction. Stephen and I will be working together on targeting various businesses / organisations but if anybody is able to help us secure items, we would be incredibly grateful.*

Thank you for your time and if you have any questions / queries please contact michelle.jay@ageuknorfolk.org.uk.

Michelle Jay – Head of Fundraising and Communications

*Please note that all items must be at the Henderson by end of April.

Volunteer Feedback 2025



The views of our volunteers are very important to us and help us shape people's volunteering journeys with Age UK Norfolk. Please can you take a couple of minutes of your time to fill in this volunteer feedback form. It's anonymous and we would really appreciate your honest feedback.

[Volunteer Feedback Form 2025](#)

Volunteer Hours Oct-Dec 2024

We think it's important to share just how much our volunteers contribute to the work we do, so here are the volunteer hours for quarter 3 of the 2024-2025 year:

October: 864.6

November: 881.1

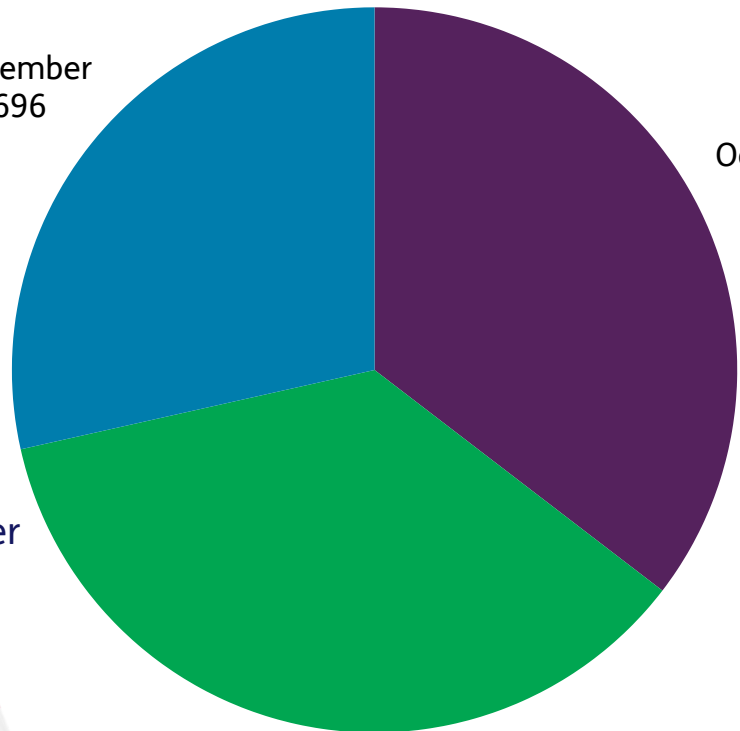
December: 696.2

Total hours: 2,441.9

Another fantastic achievement!
A huge thank you from us to all
of our volunteers for your time.
Together, we really are making a
huge difference to the lives of older
people in Norfolk!



December
696



October
865

November
881

Changes to DBS Update Service

The Disclosure and Barring Service (DBS) have launched a new annual notification service for volunteer subscribers to the Update Service, allowing subscribers to confirm they still require the service. Once volunteers receive this notification they will have to login and renew their subscription.

Volunteers who do not renew their subscription will not be able to keep their DBS certificate(s) up to date and organisations will not be able to check them. They will need to reapply for a DBS check if they need one in the future.

For more information [click here](#).

Volunteer Spotlight Peter Hastings, Befriender

When did you start in the role?

I've been volunteering as a Telephone Befriender since March 2024

How did you find out about the role?

I found out about the role through a friend who is also a Telephone Befriender for Age UK Norfolk.

Was there anything in particular that motivated you to sign up?

It's something I wanted to do as I had recently retired and had time on my hands. I wanted to give back to the community and liked that the role was flexible, and I could do it from home.

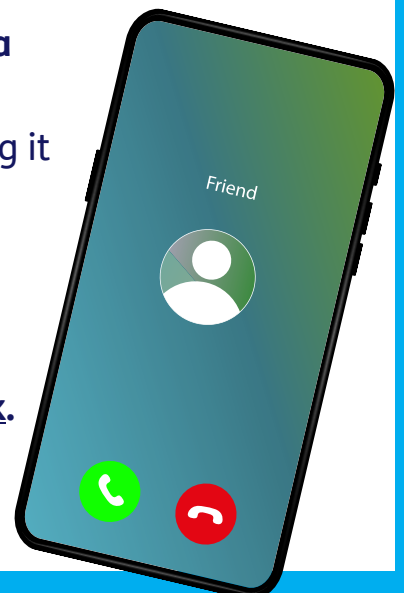
What do you enjoy about the role?

I'm really lucky to have an engaging member that I call once a week and I like talking to. He has lots of stories that he shares, and I know he enjoys our calls as much as I do. There's a rewarding feeling that I have contributed to my members week and I know that both my member and his family appreciate the calls.

What would you say to someone else thinking of becoming a Telephone Befriender?

Give it a go! You'll be surprised at how engaging and rewarding it can be.

If you or somebody you know is interested in learning more about being a telephone befriending volunteer, contact Laura on 01603 785210 or voluteering@ageuknorfolk.org.uk.



Volunteer Training Available

Volunteers can access optional e-learning via an online portal called Grey Matter/ Flourish Learning. The current modules available are: -

- Dementia
- Domestic Abuse
- End of Life
- Equality and Diversity
- Lone Working
- Loss and Bereavement
- Mental Capacity Act Essentials
- Mental Health Awareness
- Self Harm and Suicide



If you wish to have access to this online learning, please contact the Volunteer Coordinator on volunteering@ageuknorfolk.org.uk This is optional and one-off training, and a certificate is issued on completion.

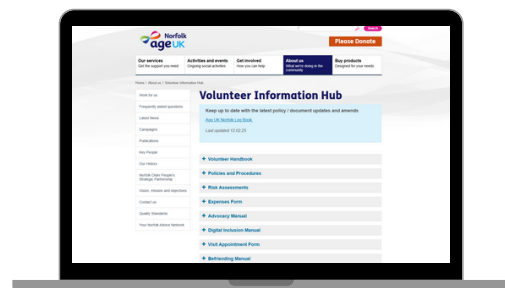
Updates to Age UK Norfolk Policies / Handbooks

There have been a few amends to Age UK Norfolk policies / handbooks in recent weeks, in particular to the:

Lone Working Policy – **important change**

Environmental Policy – **new**

Volunteer Handbook - **updated**



As a reminder, you can find our policies etc on the website here:

[Volunteer Information Hub](#) alongside the Log Book which details any changes that have been made (and when).

Age Co

**SPECIAL
DISCOUNT**

for Volunteers

All Age UK volunteers are eligible for discounted Age Co products and services. Age Co products and services are provided by trusted partners – experts in their fields who share our dedication to customer service and value. And of course, purchasing Age Co products helps to fund the charitable work of Age UK.

Volunteers can have discounts on the following:

- Travel Insurance
- Personal Alarms
- Stairlifts and Home lifts
- Bathing Solutions
- Incontinence Protection

For more details on accessing these discounts for volunteers [click here](#).

For queries, please email agecopartnerships@ageco.co.uk.



Updates from your Corporate Services Team

A big thank you to everybody who participated in the PAT testing on 8th January at Henderson. It was good to see people meeting colleagues for the first time in real life rather than the top half only on a Teams call! A great way to build new relationships between the team.

Secondly, a gentle reminder for volunteers and staff claiming expenses, please let accounts@ageuknorfolk.org.co.uk know if your bank details have changed so we can ensure your expenses are properly actioned. Expenses form and bank details form can be accessed on our volunteer hub [Volunteer Information Hub](#). Please note from April 2025 we will have a new expenses form. The Volunteer Coordinator will email you nearer the time with further details.

Additionally, if any of our volunteers change their contact details or next of kin, please email volunteering@ageuknorfolk.org.uk so that we can update our records. If staff change their contacts details, next of kin or bank details please update People HR as well as emailing humanresources@ageuknorfolk.org.uk. All service-related enquiries, please contact your Service Coordinator/Manager.

Finally, we wanted to take the opportunity to remind you of staff and volunteer benefits, as below:

[Charity Workers Discount / Age UK Discounts Portal](#)

Thank You

Jasmine Toombs, Head of Corporate Services

Meet Your Corporate Services Team

The Corporate Services Team plays a key role in the charity, supporting the services and ensuring we have robust systems and processes in place to enable the charity to fulfil its duties and responsibilities.



Jas – Head of Corporate Services

17 years' service in June 2025, starting role as a grant's administrator and premises coordinator, moving into accounts and now Head of Corporate Services with duties and responsibility for: Charity Governance, Finance, HR, Volunteer Co-ordination and Organisational Administration, Health & Safety, and Information Management & Technology. Reports directly to the CEO and line manages a super group of people who all play a key part in the corporate services team and, more importantly, keep me organised!!

Bev – Finance & Admin Officer



8 years' service in March 2025. Bev has a split role with duties and responsibilities for: finance on Tuesdays supporting with finance functions such as Expenses and Payruns, managing account enquiries, processing and banking of cheque & cash donations, and admin on Mon, Wed, and Thurs, ensuring the admin office runs smoothly, that the admin team are supported, and providing training and...

guidance as needed. Bev is like our own version of “Google” as she has built up a lot of knowledge over her years with us.

Hilary – Admin Officer

Joining us in July 2024, Hilary is our Admin Officer on Tuesdays and Fridays, supporting the wider organisation in processing enquiries and referrals, dealing with general queries and managing the post. Hilary is also the first point of contact for staff and volunteers visiting the office, and clients visiting for appointments or with queries. Hilary’s role is extremely varied with technical knowledge needed to ensure the right information gets to the right person. Hilary always has a notebook handy and will soon also be a “font of knowledge”.

Laura – HR & Service Support Officer

4 years’ service in August 2025. Laura works Mon to Thursday and her duties and responsibilities lie in supporting the organisation in its HR functions – being the point of contact for staff and volunteer queries, undertaking recruitment formalities, monitoring, and booking training, arranging DBS checks, and supporting the Senior Management Team to ensure we have robust HR processes in place. In addition, Laura represents the organisation at talks and events and keeps an eye on all thing’s ‘volunteering’. Laura is like our own version of “Alexa” as she pre-empts what’s needed and reminds the team of key tasks.

Volunteers: David P, Ann M, Karen M, David W, Ruth



All these people generously give their time to support the admin team during the week; managing messages, updating Clog, and making up fundraising packs, to name just a few of their tasks.

Could you volunteer for coffee mornings?

We’re looking for volunteers to help run coffee mornings across Norfolk for lonely older people, offering social connection and information about our services. Volunteers will need to commit 2 hours per month.

If you are interested, please express your interest via our [online form](#).



Information and Advice Sessions Launched in Reepham

Age UK Norfolk has launched later life advice sessions in partnership with the Bircham Centre, in Reepham. On Monday 27th January we ran our first face-to-face information, advice and signposting session from the Bircham Centre, which has been a key part of Reepham's town centre for more than 100 years.

In a number of sessions over the coming months, people over the age of 50 can speak to a trained Age UK Norfolk advisor on a variety of topics including benefit entitlements (and support to make applications), Lasting Power of Attorney, social care, advocacy services, companionship services, planning for later life and more.

"We are excited to continue to develop our new outreach advice service by including Reepham in our offer. We know that some people prefer to utilise our services face to face; residents of Reepham and the surrounding areas will now have access to accredited information and advice in a way that suits them via the Bircham centre." Said Emma, Head of Information and Advice.



Information & Advice with Age UK Norfolk





Anyone aged 50+ can speak to a trained, accredited Age UK Norfolk advisor on:

- Monday 31st March 9am-12pm drop-in
- Wednesday 2nd April 1-4pm prebooked
- Wednesday 7th May 1-4pm prebooked
- Monday 26th May 9-12 drop-in
- Wednesday 4th June 1-4pm prebooked
- Wednesday 2nd July 1-4pm prebooked
- Monday 28th July 9-12 drop-in

Polly Brockis, Centre Manager for The Bircham Centre added, "We are delighted to be able to host Norfolk Age UK Norfolk so that people will have the opportunity to speak in person with an advisor about the issues which concern our older community."

Age UK Norfolk is seeking funding to support the provision of their community advice sessions in Reepham and would welcome contact from local organisations or businesses interested in sponsoring the activity going forwards. Expressions of interest can be made to fundraising@ageuknorfolk.org.uk.

 Book your appointment by contacting the Bircham Centre 01603 879242.
 Bircham Centre, Reepham, NR10 4JJ

I&A Audit Assessment result

We have received the results of our recent Service Management Review and Mystery shop reports that the Information and Advice team are required to complete as part of maintaining our Advice Quality Standard.

I think the following quotes from the assessment team sum it up well:

"It was clear from the report that the team are highly motivated and well supported. The managers and team show a strong commitment to quality and service development and had prepared well for the assessment. It was apparent that all interviewed were very open to learning and improvement. The assessor was particularly impressed by how well the team work together, and their commitment to doing their best to help older people; and noted that the service is run efficiently and is very well organised. We just want to stress how well the service has performed in the SMR. It is very rare for an Age UK to go through the SMR without any corrective actions and to meet all the indicators"

"Mystery shop reports: Feedback from the callers was very positive; they all would use the service again and rated the likelihood of recommending the service as 10/10, 9/10 and 10/10. All received helpful, appropriate answers to their enquiries. Positive comments include:

"The adviser was very thorough and clear and really knew her geography and information"

The call was "helpful, and the information sent was very detailed and received the same day"

"Very pleasant and the adviser was easy to talk to. She seemed eager to help and friendly."

Well done to all the team, it really is an excellent result!

Emma Harkness, Head of Information and Advice



Bringing People Together with Aviva

Age UK Norfolk were delighted to partner with Aviva once again to host a special 'Bringing People Together' coffee morning on 22nd January, with the aim of bringing together people from different generations and walks of life. The event was attended by around 40 Aviva and Age UK Norfolk staff alongside Age UK Norfolk volunteers and service users and encouraged friendly, open conversations and befriending opportunities to support those experiencing loneliness and isolation across Norfolk.

The event proved incredibly popular with the Aviva staff (more people had wanted to attend but we were at full capacity) and we look forward to building on this relationship for future events and volunteering campaigns. Thank you to everyone involved for making the event a success!



farewell to Jen Field

In January we said farewell to our Head of Supporting and Enabling, Jen Field, who has moved on to pastures new. We're grateful to Jen for her service to Age UK Norfolk over the last seven years and wish her all the best for her future endeavours.

Jo Asbury has agreed to act into the Supporting & Enabling team leadership role with effect from 1st February 2025. The role is not quite the same as the one that Jen fulfilled as there have been some other changes; to reflect these changes, I have changed the job title of Jo's acting role to Head of Community Wellbeing Services.

I'm sure you will all join us in wishing Jo a warm welcome to the role and support her wherever possible.

Ann Donkin – CEO, Age UK Norfolk



Women's Health Project March 2025

Age UK Norfolk has received funding from the Norfolk Community Foundation for a Women's Health project, running until the end of March. As part of the project, several of our staff have trained to become Women's Health Champions. It's important to discuss our health openly and support each other, especially as we navigate key life stages.

If you are aged between 40-60, our Champions can offer you confidential chats on Women's Health, covering topics such as:

- Sexual Health
- Menopause
- Cancer Screening

To book a confidential chat with a member of our team, call 01603 787 111 or email joanne.asbury@ageuknorfolk.org.uk.

