



Trustee Recruitment Pack

Making Norfolk a great place to grow older

Message from our Chair of Trustees

Thank you for your interest in Age UK Norfolk, a local Charity where all funds raised stay in Norfolk, to fulfil our vision of ensuring older people live well in Norfolk.

Norfolk has an ever-increasing ageing population, the majority of whom live in the more rural and coastal areas of the county and thus have the greater need of our services. Our Trustees give the strategic oversight to the organisation to ensure those needs are met.

We are always looking to add skills to our board so if you have time to give and would like to help older people in Norfolk to better enjoy the opportunities and meet the challenges of later life, then we would like to hear from you.

I can assure you that as a Trustee of Age UK Norfolk you will be proud of the enthusiasm and dedication of our staff and volunteers and the difference they make, and will be touched by the level of satisfaction you will get from helping those in need.

Stephen Drake, Chair



About us

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Age UK Norfolk is an independent, Norfolk Charity dedicated to supporting those aged 50+ living in Norfolk. An independent Board of Trustees govern us, and we raise our own funds and rely on local fundraising to provide vital services across the county.

As a brand partner of Age UK National, our relationship with the other 125 Age UK partners across the UK allows us to share knowledge and expertise, and to actively promote the wellbeing of older people through collective national and local campaigning work.

We began life in 1947 as the Norfolk Old People's Welfare Committee and we have supported older people across Norfolk with our vital services for the last 75+ years. In 2022-2023 we received over 11,000 calls to our advice line; we assisted clients in claiming £4.4m in welfare benefits and we made over 14,500 telephone befriending calls!

Our Mission & Vision

Our mission guides everything we do and is to support older people in Norfolk to enjoy the opportunities and meet the challenges of later life. Our vision is our aspiration for the future - our vision is to ensure older people live well in Norfolk.

Our Objectives

- To deliver high-quality services for older people across Norfolk
- To actively champion and promote the rights of older people in Norfolk
- To be in a strong financial position with a diversity of income to support our charitable activities.

Our Values

Our ICARE values shape everything that 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.



Why Age UK Norfolk is needed

Norfolk has an older population with a proportion of residents 65 years or older predicted to rise over the next 10 years. Currently there are approximately 412,000 people aged 50+ in Norfolk.

We receive over 10,000 calls to our Information and Advice Help Line each year providing us with a valuable insight into the needs of our older population in Norfolk. In 2024-2025, the top enquiries to our Information and Advice Help Line were welfare benefit entitlements, community care and legal issues.

Loneliness can affect anyone for a variety of reasons, but specific demographics are more at risk. Older people are at increased risk as they are likely to experience predisposing factors; living alone, loss of family or friends, chronic illness, as well as retirement or becoming a care giver which can lead to reduced interaction and time for socialising.



**North Norfolk has the highest population
of over 65s across England & Wales**

Why Age UK Norfolk is needed

In Norfolk, 28.8% of Pensioners live alone and 48% of adult social care users reported they do not have as much social contact as they would like. Loneliness can define people's lives and have a significant impact on wellbeing. Health impacts include:

- A 29% increased risk of coronary heart disease and a 32% increased risk of stroke associated with poor social relationships.
- Behaviours such as poor eating and increased alcohol consumption as a result of living alone
- A 50% increased risk of dementia linked with isolation, comparable with other dementia risk factors
- Being more prone to depression, low self-esteem and an increased stress response
- Comparable impact on mortality as smoking 15 cigarettes a day



**In 2024-2025 we provided 10,000+
befriending calls for lonely older people**

How we are helping - our services

Information and Advice

Our confidential free information and advice helpline is available to anyone aged 50 or over, their family, carers or professionals by phone or email.

Our experienced Age UK Norfolk advisers help with a wide range of subjects, including benefits, grants, lasting power of attorney, social care assessments, local services, transport and searching for care home vacancies.



Welfare Benefit Entitlements

Our Welfare Benefits service operates for over 50's. We provide Information and Advice on benefit entitlement and how to claim.

We offer benefits checks via telephone and a form completion service for some benefits.



Advocacy & Money MOT

We offer a range of Community Advocacy services to ensure that older people in Norfolk are supported in having a voice and remaining independent.

Our Money MOT service offers one to one support from a dedicated volunteer to assist and empower over 50s to remain independent when handling the day-to-day management of household finances and paperwork.



How we are helping - our services

Companionship

Gift of Friendship is a proactive, goal-oriented service designed to build meaningful relationships and support personal wellbeing. This encompasses two companionship services:

- Weekly Telephone Befriending calls, tailored to individuals
- Face-to-Face Befriending. Weekly one-hour visits at home for 6 months, offering companionship & support to reach personal goals.



Digital inclusion

Our Digital Inclusion project is a service for anyone over 50 who would like to learn how to use their devices and get better connected.

Through weekly sessions clients are supported by one of our Digital Inclusion Champions to learn how to use their devices. For example, setting up WhatsApp and answering video calls from family and friends.



Traveling Companionship

We aim to reduce loneliness and isolation by helping them reconnect with their local communities, friends, and family and to help them to take steps in leaving their homes to use public/community transport and taxis. We help them to address the barriers they face in going out, such as anxiety and a lack of confidence.



The role of a Trustee

Trusteeship can be rewarding for many reasons - from a sense of making a difference to the charitable cause, to new experiences and relationships. It is also likely to be demanding of your time, skills, knowledge and abilities.

Being aware of the duties and responsibilities will help you to undertake your role in a way that not only serves the Charity well but also gives you confidence that you will be complying with key requirements of the law.

In overview, the main responsibilities of a Trustee are to:

Ensure your Charity is carrying out its purposes for the public benefit

You and your co-Trustees must make sure that the Charity is carrying out the purposes for which it is set up, and no other purpose.

Comply with your Charity's governing document and the law

You should take reasonable steps to find out about legal requirements, for example by reading relevant guidance or taking appropriate advice when you need to.



For a full guide on the role of a Trustee, you can read the Charity Commission's guide: [The essential trustee: what you need to know, what you need to do.](#)

The role of a Trustee

Act in your Charity's best interests

With your co-Trustees, make balanced and adequately informed decisions, thinking about the long term as well as the short term and avoid putting yourself in a position where your duty to your Charity conflicts with your personal interests or loyalty to any other person or body.

Manage your Charity's resources responsibly

You and your co-Trustees should put appropriate procedures and safeguards in place and take reasonable steps to ensure that these are followed. Otherwise you risk making the Charity vulnerable to fraud or theft, or other kinds of abuse, and being in breach of your duty.

Act with reasonable care and skill

As someone responsible for governing a Charity, you must use reasonable care and skill, making use of your skills and experience and taking appropriate advice when necessary and should give enough time, thought and energy to your role, for example by preparing for, attending and actively participating in all Trustees' meetings.

Ensure your Charity is accountable

You and your co-Trustees must comply with statutory accounting and reporting requirements.



Professional Experience

Our Trustee role description details skills and experience we are looking for in our next Trustee.

We are always keen to hear from individuals with experience in:

- Governance & leadership
- People management & development
- Operational management
- Digital technology
- Marketing
- Fundraising
- Health & care sector knowledge

“I’ve found my time as a trustee to be an extremely rewarding experience.

My role has allowed me to use my experience and skills in doing something good.

It’s also great to feel part of a team that provides such important support.”

Mark Barry, Trustee

Personal Skills

Specific personal skills and attributes we are looking to recruit include:

- Commitment to and an understanding of Age UK Norfolk and our mission, values and objectives
- Willingness to devote the necessary time and effort
- Good independent judgement
- Strategic vision
- Understanding and acceptance of the legal duties, responsibilities and liabilities of Trusteeship
- Ability to think creatively
- Willingness to speak your mind and to provide challenge to proposals where necessary
- A team-oriented approach to problem solving and to management



What commitment is involved?

- Four three-hour Board meetings per year - either virtually or at our Norwich office
- Attendance at the Annual Retirement Meeting (usually held in September)
- Participation in the Annual Strategic Planning all day event
- An invitation to serve on an additional sub-committee, meeting quarterly
- An opportunity to act as Ambassadors and represent the charity locally and occasionally nationally



What Age UK Norfolk can offer you

Age UK Norfolk can offer you the opportunity to:

- Be part of a team that is improving later life and making Norfolk a great place to grow older.
- Attend local and national forums through our network of Age UK brand partners.
- Meet with our wider team to understand the difference that Age UK Norfolk is making for older people
- Receive full induction and continual learning and trustee development
- Age UK Norfolk will cover any reasonable expenses incurred whilst undertaking your role as Trustee.



Find out more and apply

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We would be delighted to answer any questions you may have around this role, and we would encourage you to speak with our Chair of Trustees for an informal discussion about being a Trustee for Age UK Norfolk. Please contact volunteering@ageuknorfolk.org.uk to arrange a call or meeting.

If you would like to make a formal application, please send us:

- Your CV
- A covering statement explaining your interest in the role and highlighting your relevant experience.

Please send these by email to volunteering@ageuknorfolk.org.uk and our team will be in touch to discuss your application.

Please note that A DBS (Disclosure and Barring Service) check is required for all staff and volunteers, including trustees throughout their term in office. Two referees will be required from whom we can request a reference, and who have known you for at least two years, these cannot be people to whom you are directly related.



Making Norfolk a great place to grow older

Age UK Norfolk
The Henderson Business Centre
51 Ivy Road
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