

2018-2019 Annual Review



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www.ageuk.org.uk/northtyneside





Our mission:

**“to help people
make more
of life”**

2018-2019 represented year four of our 2020 Strategy. We continued to work in line with our six strategic aims, this Annual Review summarises the key highlights of 2018-2019 against these six aims.

Aim One: To provide accessible information, advice & guidance

- We invested in a new Information & Advice Officer specifically to carry out home visits, we then delivered 158 home visits to older people unable to leave their own home
- We arranged to set up Age UK “surgeries” in five GP practices in North Shields, this allowed us to reach even more older people
- We structured our staff teams into the four localities of the borough. We now have dedicated teams delivering services in Wallsend, North Shields, Whitley Bay and the North West. We now have locality plans for each area of the borough so we can respond appropriately to the needs and aspirations of local older people in their communities
- We signposted 761 customers to partner organisations to allow older people to receive the best, and most specialist, support for their situation
- Our Information & Advice team secured £1.2 million in unclaimed benefits for older people in North Tyneside, an increase of 11% on the previous year. This enables older people to make more of their life once they feel more secure financially
- An average of 1,350 people accessed our Websites every month during 2018-2019, this figure continues to rise ensuring more people understand what we do and how we can support older people to make more of life
- When we asked customers for their feedback, our customer satisfaction remained high at 95%, the same as that achieved in the previous year, which demonstrates excellent consistency in service delivery
- We achieved an increase of 54% in customer compliments over the year, and our overall customer numbers increased by 12% on the previous years, demonstrating the huge demand for our services here in North Tyneside

“Your colleague gave very clear and assured responses to all of my questions and concerns, outlining the steps I needed to take to have a full review of my mother’s situation, who to contact - what to ask and included a few of the ‘trigger’ terms that might help encourage them along. All with a sympathetic ear and a gentle good humour.

“Thank you very much for all your help filling out forms for blue badge and PIP. Without your help I wouldn’t have these”.

Aim Two: To expand the range and reach of our professional care & support services

- We reported a 51% increase in customers using our Dementia Connections Service on the previous year, demand continues to be very high for this post diagnostic support service for people with dementia in the community. We continued to employ four Admiral Nurses and four Dementia Co-ordinators funded by the Ballinger Trust and North Tyneside Clinical Commissioning Group, who deliver this service.
 - Our Social Enterprise “EveryDay” delivered over 73,000 hours of domiciliary care and support into people’s own homes, and over 160,000 hours of care and support into six Extra Care Housing Schemes at Crossgates, Thomas Ferguson Court, Fontburn Court, Weetslade Court, Sandringham Court and Edith Moffat House.
 - We also supported over 19,000 participants to engage in a range of social and wellbeing activities delivered in these Extra Care Housing Schemes, to avoid social isolation and loneliness and to promote good health and wellbeing.
 - In this year EveryDay expanded its domiciliary care service into Newcastle
 - Our domiciliary care services, when assessed by North Tyneside Council during the year, achieved an average score of 94%, an outstanding achievement
 - The EveryDay Living service reported an increase of 61% in the number of hours service delivered in North Tyneside which included gardening, domestic services and shopping. This service was rated as excellent by our customers with an average customer service score of 9/10
 - Within our three Wellbeing Centres at Linskill Park, Rowan Croft and Cedar Grove we implemented a new Wellbeing Programme working with a range of new partners including Kalmababy, Jo Jingles, North Tyneside Public Health, to name but a few. We also introduced mini wellbeing checks to ensure we support our customers to identify any health issues before they escalate.
 - We continued as a key partner for Care Plus with Tynehealth and supported over 500 older people, who were at risk of repeat admissions to hospital, in a multi disciplinary way
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- Our Strength and Balance classes supported 443 older people to increase confidence and prevent falls through balance exercise. This service is also in high demand which increased throughout the year and forms one part of the bigger Community Falls Service in North Tyneside
- We also engaged in a number of other health programmes including Living with and beyond Cancer, Escape Pain and Home from Hospital, all part of supporting older people to continue to live at home



“My mam absolutely loves coming to Cedar Grove once a week. The staff and volunteers are all so lovely and my mam is made really welcome. She always enjoys the homely food and recounts what she has eaten when I collect her. There is a lovely atmosphere and always nice music on when I return to pick her up. She loves to have a natter and especially likes to play dominos”.

“Just a quick note to let you know how much your help is appreciated. All the girls who look after my Mam are awesome, I have nothing but admiration for them. It’s not an easy job but they never fail to smile and can always lift Mam’s spirits, no matter how low she is”.

Aim Three: To engage more older people in preventative activities

- We continued to support and co-ordinate 14 different health groups, attended by 544 older people over the year, to deliver programmes for people to remain active and stay healthy.
- We developed a Walking Football programme for older men which was the outcome of a successful funding application to Sport England in partnership with Age UK Gateshead and the Newcastle United FC Foundation. This encouraged 61 older men to participate in events across the borough
- Social Isolation and Loneliness continued to be a key focus of our work, this year we supported 16 different social groups, attended by 4,992 people, to deliver a range of social activities.
- We supported the #endlonelinessinnorthtyneside campaign across North Tyneside which reached 1.4 million people via twitter. As part of this campaign we provided Winter Warmer packs, grit & salt for paths and free meals in Jarretts Coffee Shop for those in most need
- In an attempt to reach more isolated groups we continued to support the Transgender Hub, two Men's Groups and delivered 3 weekly activity sessions to 5,238 older prisoners across 3 North East prisons
- With increasing demand for companionship we were able to invest further in our Befriending Service with funding from the Big Lottery in partnership with VODA, North Tyneside Citizens Advice Bureau and North Tyneside Carers Centre.
- We supported 411 older people, through a range of social interventions, and linking them back into their local communities via our Social Prescribing Service
- We continued to offer a range of volunteering opportunities which then delivered over £157,000 in kind contribution to Age UK North Tyneside, and added value to our services







Aim Four: To work to make North Tyneside more Age Friendly

- We strengthened the voice of older people in North Tyneside by proactively supporting and raising awareness of a number of key campaigns and issues affecting older people including, Transport, Fear of Crime and Loneliness & Isolation
 - Our transport campaign included working with Nexus to complete a Transport Survey, and a Journey through Tyne project with Norham High School to create an interactive journey app
 - The Fear of Crime Campaign was supported by a number of partners including Northumbria Police, where we supported a Cuppa with a Copper, various Scamnesty and Crime & Safety Events, and promoted over 500 Cold Caller Cards
 - The #endlonelinessinnorthtyneside campaign was a huge success in raising awareness of the issue, from local Brownies writing individual Christmas Cards to older people to Wallsend Police providing “shoe box” gifts for those most isolated at Christmas.
 - We also facilitated 12 Customer Engagement Forums over the year to continuously improve and develop our services to meet customer expectations and aspirations
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Aim Five: To be an Employer of Choice



- Despite the recruitment challenges, particularly within social care, we recruited 78 new staff and reported a decrease in staff turnover. We see this as a direct return on our investment in improving staff conditions of service and our Career Escalator programme.
 - We were proud to achieve the Silver Better Health at Work Award in November at a special event at the Crowne Plaza in Newcastle, following our success in the previous year when we achieved the Bronze Award
 - We continued to invest in our staff training, this year the focus was on 3D Training (dementia, delirium, depression), which all staff completed during the year to further enhance our expertise in older peoples mental health.
 - We also continued to invest in our Management Team delivering an extensive Internal Management Programme to all ten Managers across the organisation
 - Our Group Chief Executive, Alma Caldwell, announced her plans to retire on 31 March 2019, which triggered the Chief Executive's Succession Plan and allowed a smooth transition and appointment of our new Group Chief Executive, Dawn McNally
 - We continued with our commitment to continuously improve communication with our staff through the implementation of a Mobile App which manages alerts and provides real time information
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Aim Six: To develop effective partnerships to achieve our ambitions

Partners

- Northumbria Healthcare NHS Foundation Trust
- Northumberland & Tyneside MIND
- North Tyneside Public Health
- Arthritis Trust
- Macmillan Cancer
- Salvation Army
- NEXUS
- HMP Northumberland, Frankland & Holme House
- Anchor Hanover Housing
- Guys & St Thomas Foundation Trust
- Riverside
- North Tyneside Council
- Northumbria Police
- Age UK Gateshead, Sunderland, Northumberland & Teesside
- TyneHealth
- James Gardening Services
- Dementia UK
- North Tyneside Carers Centre
- SportWorksNE
- MiHC
- VODA
- Citizens Advice Bureau
- Priory Medical Group
- Redburn Park Practice
- Nelson Medical Centre
- Spring Terrace Practice
- Appleby Practice

Funders

- Age UK
- The Big Lottery
- Newcastle United FC Foundation
- Nationwide Building Society
- North Tyneside Council
- Masonic Charitable Foundation
- Armed Forces Covenant Fund Trust
- Ballinger Charitable Trust
- Eon
- Sport England
- Kidd and Spoor – Whitley Bay
- Alderson Law – Whitley Bay
- Juliette Aide Solicitors – North Shields
- NHS England
- North Tyneside Clinical Commissioning Group
- Comic Relief
- Department of Health



Financial Summary:

Income	£'000k
Donations	24
Grants	492
Contracts	690
EveryDay	3,364
Other	265
Total	4,835

Expenditure	£'000k
Wages & Salaries	1,314
Premises	252
Transport	50
EveryDay	3,027
Charity Services	237
Total	4,880

If you would like to read the full Annual Report and Consolidated Financial Statements please visit www.ageuk.org.uk/northtyneside



***A BIG thank you to
all of our funders and
partners who supported
us to make a world where
everyone enjoys later life.***



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