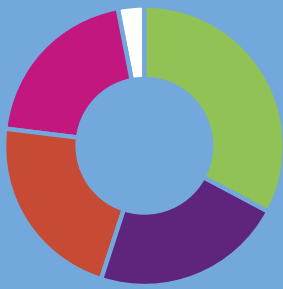


# Annual Review 2019/2020

## The Highlights

### Improving Our Accessibility

Age UK North Tyneside delivered Information & Advice in **6** North Shields GP surgeries. We delivered **440** home visits



#### Our Reach

- 33% of our customers live in North Shields
- 22% of our customers live in the North West
- 22% of our customers live in Whitley Bay
- 20% of our customers live in Wallsend
- 3% of our customers living in either Newcastle or outside of the area

### Customer Engagement

We dealt with **4,980** customer referrals and supported **3,477** customers. **20%** are now accessing more than one service which is a rise of **5%** on the previous year

### Benefit Gain

We supported older people to claim their benefit entitlement. We achieved a **50.87%** increase on last year's figure and were able to claim **£1,778,026** for older people

### Customer Satisfaction

We received **293** compliments  
Satisfaction levels following evaluation ranged from **77% to 100%**

### Wellbeing Activities

Monthly attendances for our 15 Health & Wellbeing groups rose to **1,713** a rise of **11%** on the previous year

### Dementia Connections Service

We have **7** Admiral Nurses and **5** Co-ordinators, our largest team to date. **629** people were supported by the Dementia Connections service. A rise of **6%** on the previous year. Our Admiral Nurse team supported **276** customers, a rise of **176%** on the previous year. Dementia activity group attendances rose by **13%** to **3,848**

### Social Group Activities

Our 16 Social groups saw monthly attendances rise to **606** an increase of **1%** on the previous year

## Covid-19 Response Services

We provided **550** emergency food parcels

**800** additional emergency hot meals provided

**624** food shopping deliveries

We made **8,787** wellbeing telephone calls

We reached out to **13,000** households offering support, information & advice

In response to demand, we provided a telephone befriending service supported by **80** volunteers

Our website received **8,470** hits

**75** new volunteers joined us

We dealt with **1,784** customer enquiries

## Campaigns Work

We undertook 4 public consultations to inform the new 5 year strategy  
Promoted local & national campaigns :  
• Make Care Fair  
• End Loneliness & Isolation  
• Scams  
• Covid-19 Response

We have **176** volunteers working with us

Our Volunteers have contributed **23,460** hours of their time to help older people in their community. The value of this to the organisation equated to **£175,950**

We developed & introduced new services  
• Healthy Habits  
• Winter Warmers  
• Strength & Balance  
• Telephone Befriending

## Promoted Positive Aging

- Age Takes Centre Stage celebratory event
- Increased our social media following:  
Twitter followers 2858  
Facebook Followers 975  
Instagram Followers 657
- Website views 29,027
- We achieved Dementia Friendly Community status

### Hard to Reach Groups

**Older Offenders within HMP**  
**4,691** Group attendances

**LGBTQ group**  
**137** Group attendances

## Employer of Choice

### Winners

**Gold Better Health at Work Award.** Outstanding Achievement Award given at annual Better Health At Work Event.



**2nd highest**

hourly rate in domiciliary care in North Tyneside

### Awards

Team and Employee of the Quarter Awards given throughout the year

### Employee Engagement Forum

- Informed & Influenced:**
- A change to the pay period to 4 weekly
- Reviewed the Appraisal process
- Introduced e-learning
- Reviewed the induction process
- Introduced a new 2025 Digital Strategy
- Introduced a new 2025 Communications & Engagement Strategy

## EveryDay



Maintained **"Good"** CQC rating

**71,686** hours of domiciliary care delivered. An increase of 4% on the previous year

**21,227** activity attendances within our Extra Care Schemes. An increase of 1% on the previous year

**20%** of our customers now pay privately for their services

## EveryDay

**8,974** Wellbeing Centre attendances

Annual Contract Monitoring outcome of **100%** in all 3 centres

Developed **C19** essential shopping, prescription & outreach respite services

Our drivers were mobilised to deliver emergency food parcels



## EveryDay

EveryDay Living had a **4%** increase in customer numbers on last year's figure



We are working to achieve our ambition to become a **Registered Provider for Social Housing**  
Havelock Place, **our first, new development** will provide specialist housing and care for people living with dementia in later life.

## Finance

The group reported a **surplus of £61k** against a budgeted surplus of £28k for the year ended 31 March 2020

Submitted grant applications value of £1.7 million & **awarded £821k**  
**£127k** allocated to this financial year and **£614k** for 2020-2021



## A big THANK YOU

to all of our partners, funders and networks without whom none of the above could have been possible