North Tyneside age UK

Annual Review 2021/2022

The Highlights

Aim 1

We aim to increase our financial sustainability and contribution to the local economy

We planned to...	We achieved...
Increase turnover by **10%**	Turnover of £6.5 million, increasing by **12.5%**
Accrue a surplus of	A surplus of

£27k

Invest in a new housing company

£71k

We invested into EveryDay Homes

£187k

Increase returns from EveryDay Care & Support

EveryDay Care & Support donated 100% of its profits, totalling

£267k

Increase cash reserves to

£493k

An increase to

£752k

Generate new income of

New income of

£287k

£337k

Aim 2

We aim to improve the lives of people in later life

We planned to...

Engage and consult with communities to provide people in later life with the services they need

We achieved...

We reached

113,147 people

Engage and consult with customers to improve services

Sent service satisfaction surveys to

2,288 customers (26% increase)

Campaign on issues that affect

Supported campaigns on Social Isolation & Loneliness, Value of Social Care, Digital people in later life

Poverty, Scams, Domestic Abuse, Health & Wellbeing

6
campaigns

Improve how our services are accessed

Through telephone calls, visits to customers and online groups, our services were accessed by

16,026
customers
(21% increase)

Support people to improve their financial independence

Helped customers access unclaimed benefits totalling

£1.3m

Address social isolation and loneliness

Through befriending and wellbeing calls, social groups, and outreach to older offenders, we supported

3,523
customers

Safeguard people in their communities allowing them to feel safe in their own homes

Maintained contact with people in their own homes, supporting

916
people

Engage more people in activities to improve their physical wellbeing

Increased total attendances to

2,291

Work within an Integrated Care System to provide a holistic approach to supporting people to continue to live at home with long term conditions

Integrated Care Services supported

2,139
people

Support people to remain independent and to continue to live at home

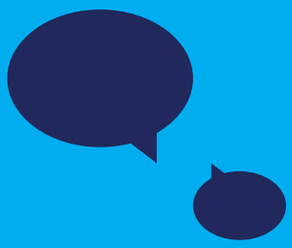
EveryDay Care & Support increased number of hours care delivered to

280k
hours

Provide carer support and carer relief

Carer relief direct support provided to

578
carers

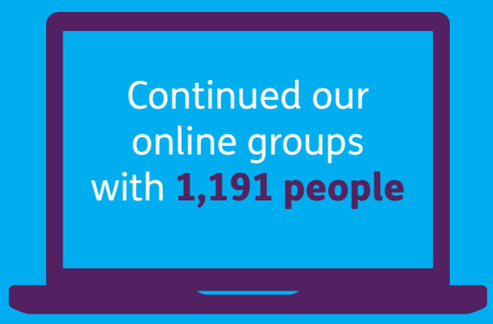


We recruited a Veterans Coordinator and set up the Veterans Community Engagement and Outreach service in partnership with the Operation Veteran CIC with funding from The Armed Forces Covenant Fund Trust. This service reached and connected with **61 ex-service people**.

We have reverted back to traditional **face to face community engagement** events in shopping centres and community venues.

in August 2021 we campaigned for **Make Care Fair** by encouraging people to petition their local MP and the Parliamentary Act to introduce a cap on the cost of social care. The outcome was that this cap was put on hold.

Maintained contact with **2,630 older prisoners** allowing them to access purposeful activities



Continued our online groups with **1,191 people**

43 tablets allocated across Extra Care Schemes and Wellbeing Centres, engaging with **185 customers**

Helped customers access **£1.3 million** in unclaimed benefits

Supported **306 staff**, **159 volunteers** and **548 customers** to ensure they were fully vaccinated against C19

Aim 3

We aim to be leaders in providing high quality services and achieve customer excellence

We planned to...

We achieved...

Maintain a high level of customer satisfaction

We received

410
compliments
(92% increase)

Maintain a high level of customer service

Average rating from customers was

8.5/10

Increase the number of people using our services

Active referrals during the year was

5,331

Maintain external recognition as a quality provider

Maintained the following quality marks

Age UK Charity Quality Standard

Aim 4

To be a partner of choice

We planned to...

Work with other organisations to create a 'One Stop Shop' for older people in North Tyneside

We achieved...

Recruited 12 new partners and services which increased new services to

76

Work to alleviate the Climate Crisis in North Tyneside

Introduced an Environmental, Social and Governance group with the goal of reducing the organisation's carbon footprint

ESG

Work collaboratively to improve the lives of our customers

Worked with members of key decision making Boards and Groups including North Tyneside Cabinet, Health & Wellbeing Board, Future Care Programme Board, Mental Wellbeing in Later Life Board, and Digital Strategy North Tyneside

6
boards

Aim 5

To be an employer of choice

We planned to...

Recruit, induct and support new staff and volunteers

We achieved...

Recruited 92 new staff and 10 volunteers

102
new recruits

Invest in training and personal development

Induction and training needs achieved for

61%
of staff and volunteers

Communicate regularly with staff and volunteers

Implemented various digital platforms for improved communication

Regularly engage and consult

Regular health and wellbeing surveys to support new hybrid working

Improve health & wellbeing of our staff and volunteers

Achieved the Better Health at Work Maintaining Excellence Award

Better Health at Work Award
Maintaining Excellence

14
referrals to Anxious Minds

7%
absence rate

Identify, invest in and support our future leaders

Invested in three future leaders

Recognise and reward our staff and volunteers

Maintained highest hourly rate in Home Care and applied 6.6% increase to pay elements across care, with 50% increase on mileage allowance, plus bonus as well as Christmas gift for all staff and volunteers

6.6%
increase to pay elements

To make North Tyneside Age Friendly

We planned to...

Strengthen the voice of people in later life

Work to increase the housing options for people in later life

Identify and invest in a flagship Ageing Well Village (One Stop Shop, Health & Wellbeing Hub) for people aged 50+

We achieved...

Supported older people to vote in May local elections, North Tyneside Council Budget process, and six campaigns

Opened Havelock Place, the first Extra Care Housing Scheme for people in later life with a cognitive impairment

The potential site for the Ageing Well Village in Backworth was approved by North Tyneside Planning Authority

We would like to take another opportunity to thank all of the funders and partners we have worked with to achieve these amazing results.

We would also like to thank our wonderful staff team and volunteers for their continued support and contribution to our work.

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