



Annual Review 2022 - 2023

You can view all of our Annual Reviews online by visiting
www.ageuk.org.uk/northtyneside/about-us/annual-reviews
or by scanning the QR code to the right.



Our Vision and Mission

Our Vision is a world where everyone enjoys later life.

This is supported by our Mission, to help people make more of life.

In order to achieve our Vision and Mission, and as part of our 2020 - 2025 strategy, we set six strategic aims.

These aims are:

Aim One

To improve our financial sustainability and contribution to the local economy

Aim Two

To improve the lives of people in later life

Aim Three

To be leaders in providing high quality services

Aim Four

To be a partner of choice

Aim Five

To be an employer of choice

Aim Six

To make North Tyneside an age-friendly borough

Aim One

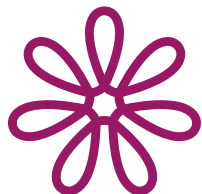
To improve our financial sustainability and contribution to the local economy



We increased turnover by **25%** from £6.5 million to **£8.2 million**



We planned to achieve a surplus of £30,000, we reported a surplus of **£111,000**



EveryDay Care & Support increased its profit to the Charity by **127%** to **£607,000**



We invested **£52,000** in Everyday Homes as it works to achieve Registered Social Housing Provider status



We exceeded our income generation target of £237,000, reaching **£357,000**



We increased our cash reserves from £654,000 to **£1.3 million**

Aim Two

To improve the lives of people in later life



We reached **98,000** people in our communities which increased awareness of our services and customer numbers



We consulted directly with **1,551** older people resulting in a refreshed physical and social activity programme



We improved access to our services resulting in **2,553** face to face meetings, **242** customers supported with technology, and **3,768** people referred into services



We provided Information, Advice and Guidance to **1,224** people over 50



We supported **660** individuals to claim **£1.5 million** in unclaimed benefits



We worked to address social isolation and loneliness with:

- **56** befriending customers supported on a weekly basis
- **115** older people in prisons attending meaningful activities
- **165** people attending our Wellbeing Centres each week
- **2,736** Extra Care Housing customers
- **6** social groups with **231** attendances
- **25** weekly veteran customers joining twice-weekly activities

Aim Two

To improve the lives of people in later life



We worked to safeguard people in their own homes with **5,083** scam awareness video views and **99** safeguarding reports



We provided a holistic approach within the Integrated Care System with **248** Care Point referrals, **875** Strength & Balance customers, and **553** Admiral Nurse customers



We supported more people to remain independent and to live at home with **338,000** hours of domiciliary care delivered in North Tyneside and Newcastle, an increase of **21%**



We provided opportunities for generations to meet for **24** people through our Healthy Habits Programme



We provided carer support to **272** individual carers through our Admiral Nurse Service



We helped more people improve their physical wellbeing with:

- **14** activity groups with **179** participants
- **875** Strength & Balance customers
- **342** extra care residents in HowFit
- **24** participants in Healthy Habits
- **1,044** participants in housing activities

Aim Three

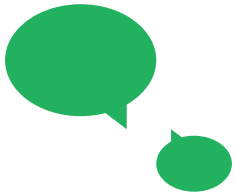
To be leaders in providing high quality services



We maintained a high level of customer satisfaction, with results from quarterly customer evaluations ranging from **8 to 9.8/10**



909 customers fully achieved their goals



We maintained a high level of customer service with an average rating **9/10**



We made **39,163** new contacts, an increase of **5%**, and had **3,746** new customers, an increase of **6%**



We had **81,000** social media followers and website visitors, an increase of **15%**



We achieved external recognition as a quality provider of services and maintained **CHAS, ISO9001, IAQP, and CQS**

Aim Four

To be a partner of choice



We worked to strengthen our offer to our customers and our ambition to be a One Stop Shop for older people by adding **18** new partners and their services to our Menu of Services, taking our total number of partners to **57**



We worked to alleviate the climate crisis in North Tyneside by replacing 5 petrol vehicles with **6** hybrid vehicles and using **68%** of suppliers be local to us, increased from 66%

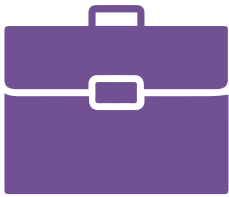


We worked collaboratively to improve the lives of our customers including being a member of the following strategic boards:

- **North Tyneside Council Cabinet**
- **North Tyneside Health & Wellbeing Board**
- **Mental Wellbeing & Later Life Board**
- **Age UK Trustee**
- **Co-Vice Chair of Age England Association**
- **Future Care Board**
- **Living Well Board**
- **Digital Inclusion Group**
- **Poverty Intervention Partnership Board**

Aim Five

To be an employer of choice



We recruited and inducted **134** new staff and **9** new volunteers, supporting **323** staff and **75** volunteers in total



We regularly communicated and engaged with our staff and volunteers through monthly **Chief Executive Briefings** and a quarterly **Employee Engagement Forum**



We reviewed our conditions of service and became a **Real Living Wage Employer**



Through Better Health at Work we achieved **Ambassador status**, continued to work with Anxious Minds and Able Futures to support staff with their mental health, and continued to support our **9** Mental Health First Aiders



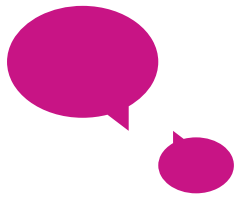
We completed our mandatory training, staff appraisals, supported **2** apprentices, promoted **6** staff into new roles, and supported **5** staff to complete professional development training



We had **11** care staff recognised through the North East Great British Care Awards, including **2** winners, Alex Rose and Michelle Orange

Aim Six

To make North Tyneside an age-friendly borough



We strengthened the voice of older people by supporting people to engage with the **May elections** and the **North Tyneside Council budget** process



We campaigned to **end Loneliness & Isolation**, raised awareness of Fraud, Scams, Carbon Monoxide, Cost of Cold and Cost of Living Crisis, and promoted Age UK's "**know what to do**" campaign



We worked to increase the housing options for people in later life by opening **Havelock Place** and promoting the **North Tyneside Council Housing Strategy** to consult with hard to reach groups



We identified a site for a **One Stop Shop**, the Backworth Ageing Well Village

The Age UK North Tyneside Group was established in 1972 and has grown to become the largest local voluntary organisation in the borough. We have over 300 staff and over 70 volunteers providing a wide range of services for older people in North Tyneside.



Age UK North Tyneside is a local charity working in the community to support older people, their families and carers. We want everyone to be able to love later life.

Our services include:

- Free and confidential information and advice
- Specialist dementia support
- Fitness classes and social groups
- Support for veterans
- Older LGBTQ+ support
- Help at home
- Will writing

And much more...

To find out more about our services, call **0191 280 8484** or visit www.ageuk.org.uk/northtyneside.



EveryDay is a social enterprise wholly owned by Age UK North Tyneside. We support adults over 18 and families in North Tyneside and Newcastle to live independently and make more of life. We're able to offer a little extra support in the short term or help over a longer period of time where necessary. All of our profits go back to supporting the incredible work carried out by Age UK North Tyneside.

Our services are varied and range from care at home, respite for carers, specialist dementia care, companionship, support around the home, and domestic cleaning, through to specialist healthcare for long-term conditions and end of life care.

To find out more about our services, call **0191 287 7028** or visit www.everydayuk.org.